



## **PURPLE REIGNS IN NEW MARKETING CAMPAIGN FROM VINTAGE HOTELS AND DENTSU CANADA**

### ***Purple Feet Campaign Urges “Grape” Escape To Ontario Wine Country***

FOR IMMEDIATE RELEASE Niagara-on-the-Lake, ON August 1, 2006 – The Purple Feet People will be popping up across the GTA to celebrate the many attractions of Wine Country, in a new multi-media campaign from Vintage Hotels in co-operation with Dentsu Canada. The campaign, which includes billboards, cinema advertising, print, radio and promotions, features images of people purple to the knees in freshly stomped grape juice, enjoying a lavish Vintage experience.

On Friday, August 11<sup>th</sup> Vintage Hotels will unveil a new billboard at the busy Yonge & Sheppard intersection. The marketing effort which is slated to take place between 4 and 7 p.m. will see The Purple Feet People, clad in Vintage Hotels robes, parading the streets circulating information about Vintage Hotel’s Get Going Canada summer promotion.

“We are tremendously excited to introduce the new Vintage Hotels logo and creative with such an innovative and eye-catching campaign,” says Anna-Lisa Mantesso, Vice President, Sales & Marketing, Vintage Hotels. “It captures the very spirit of the unique, fun, and exceptional experiences that await guests who embark on a ‘grape’ escape.”

Earlier this year, Vintage consulted with leading advertising and marketing think-tank Dentsu Canada for creation of the Vintage Hotels' umbrella logo as well as individual property logos for the Prince of Wales, Queen’s Landing and the Pillar and Post. The new logos better reflect the modern luxury of Vintage Hotels today with fonts reflective of the classic-meets-contemporary approach. A bold, modern and iconic V is combined with a script “Vintage” that honours the long-standing tradition of excellence associated with the Vintage brand. Old World charm is also inherent in selected burgundy and gold colouring, but re-imagined for a new take on tradition. The new ad campaign will showcase the simply luxurious and utterly addictive experience that Vintage Hotels offers.

Niagara-on-the-Lake’s most venerable hospitality group is determined to become the first choice in destination accommodation for the discerning traveler. As one element of a comprehensive strategy that includes a renewed commitment to customer service as well as a focus on growth, the Vintage Inns Collection announced a name change to Vintage Hotels.

Vintage Hotels Purple Feet promotion supports the outdoor billboard campaign and has Purple Feet people distributing materials that promote a special \$199 per night rate to “Get away and play” at any of the three Vintage Hotels properties—Prince of Wales, Queens Landing, and the Pillar and Post—all located in Niagara-on-the-Lake, ON, one of Canada’s top tourist destinations and once named the Prettiest Town in Canada. Travelers are invited to enjoy luxury accommodations in the heart of wine country at the CAA/AAA Four Diamond Vintage Hotels.

These special rates are valid Sunday through Thursday from May 15 to September 30 when customers mention “Get Going Canada” on booking. More details are available at [www.vintage-hotels.com](http://www.vintage-hotels.com) or by calling 1-888-669-5566.

Vintage Hotels is a collection of three CAA/AAA four-diamond hotels with a total of 374 guest rooms, over 30,000 square feet of meeting space, three four-diamond restaurants, and two spas in Niagara-on-the-Lake. Offering classic style with a modern sensibility, the hotel properties are the jewels in the crown of the Niagara region. The Prince of Wales captures the elegance and refinement of the Victorian Age; Queen's Landing sets the stage for everything from family vacations to high-level corporate gatherings in a spectacular Georgian-style mansion; the Pillar and Post is a classic country inn that offers all of the luxuries of a modern property while appealing to the entire family; and The recently renovated, 13,000-square-foot 100 Fountain Spa indulges visitors with a wide selection of services to soothe body and soul.

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