



*******MEDIA ADVISORY*******

**RUMBA LAUNCHES NEW LUXE 'PLATINUM SERIES'
SUMMER PARTIES IN JULY, AUGUST AND SEPT. 2010**

Chance to Win a One-Night Stay in InterContinental Boston's Luxurious Pres. Suite

WHAT: InterContinental Boston's popular rum and champagne bar, **RumBa**, launches a new indoor/outdoor party series this summer called '**Platinum Series**' offering guests a taste of the luxe life. Each party, running from 9 p.m. - 1 a.m. on Sat., July 31; Fri., August 20 and Sat., Sep. 11 will offer a different theme of luxury. At each event, guests will arrive on a red carpet complete with 'paparazzi'. Featured champagnes from Veuve Clicquot, Moët & Chandon and Perrier-Jouët will be flowing and DJ Cue Two will be spinning vintage lounge, disco, retro, modern dance etc. tunes at each party into the wee hours of the morning.

On Sat., July 31, the first Platinum Series party is '**Bubbles and Pearls**' and will focus on champagne and oysters with an aquatic theme. Guests will be invited to pick their own pearl by purchasing an oyster in RumBa's ultra luxe Champagne Lounge and will have the opportunity to have it set in jewelry of their choice.

On Fri., August, 27, the theme will be '**Gold**' and will be a modern twist to the 1920's and James Bond *Goldfinger*. The evening will include a fashion show with gold painted models showcasing contemporary clothes and accessories from the new fashion store, L'Attitude Boston Boutique, which opened a few weeks ago in the South Market Building in Faneuil Hall Marketplace.

For the final 'Platinum Series' party on Sat., Sept. 11, the theme will be '**Diamonds**' and will include flashy cars, ribbon dancers, a jewelry trunk show and dueling DJs (DJ Cue Two versus special guest DJ) playing retro modern dance music.

The first 100 guests to arrive to each party dressed to impress in the theme will receive a key. "Bubbles and Pearls" keys will be given to the first 100 guests dressed in blue. "Gold" keys will be given to first 100 guests in gold and "Diamonds" keys will be given to first 100 guests in white. There will be one winning key at each event. The winning prize is a gift certificate for a complimentary one-night stay in InterContinental Boston's luxurious 3,600 sq. ft. Presidential Suite overlooking Boston's glistening waterfront.

COST: No cover charge - 21+.

WHEN: **SATURDAY, JULY 31 - 9:00 P.M. - 1:00 A.M. – 'BUBBLES & PEARLS' PARTY**
FRIDAY, AUGUST 27 - 9:00 P.M. - 1:00 A.M. – 'GOLD' PARTY
SATURDAY, SEPTEMBER 11 - 9:00 P.M. - 1:00 A.M. – 'DIAMONDS' PARTY

- more -

WHERE: The 'Platinum Series' parties will be held in InterContinental Boston's popular rum and champagne bar, **RumBa**; in RumBa's exclusive **Champagne Lounge** and on InterContinental Boston's **Outdoor Waterfront Medallion** (weather permitting).

InterContinental Boston

510 Atlantic Ave.

Boston, MA 02210

Web site: www.intercontinentalboston.com

For questions, call 617.217.5148

ABOUT

RUMBA: RumBa is located at 510 Atlantic Avenue (on the ground floor/waterfront side of the InterContinental Boston). RumBa is open daily from 11:00 a.m. - 2:00 a.m., serving last call at 1:00 a.m. RumBa's own Glaziele DaSilva was named one of 'Boston's Beloved Bartenders' in *Improper Bostonian's* April/May 2010 issue; was deemed as among the 'Top 100 Bars in the U.S.' in *Food & Wine Cocktails '09*, voted 'Best Hotel Lounge 2009' by *Improper Bostonian* and 'Best of the New 2007' by *Boston Globe Magazine*.

MEDIA

CONTACT: Stephanie Loeber
Director of Public Relations
InterContinental Boston
Direct: 617-217-5015/Cell: 630-915-4540
E-mail: Stephanie.Loeber@ihg.com

###