



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

RUMBA LAUNCHES NEW 'ISLAND FEVER' SATURDAY PARTY SERIES THROUGH DECEMBER 2009

One guest to win a weekend for 2 in Puerto Rico (including airfare) at the InterContinental San Juan Resort & Casino and a tour of the Bacardi Rum Distillery

WHAT: RumBa, InterContinental Boston's popular rum & champagne bar featuring 100 rums from around the world, heats up through the end of the year Caribbean-style launching its new first-Saturday-of-the-month party series: **'Island Fever...The Journey Starts Here'**. Running from August through December 2009 on the first Saturday of every month from 9 p.m. - 1 a.m., RumBa's 'Island Fever' series highlights rums from some of the Caribbean's most popular rum-producing countries along with featured cocktails. Live performances provided by Reggae Goldie's Reggae Band with the opposing weeks a DJ who spins the latest top 40, hip hop and Caribbean beats.

Guests who purchase a Caribbean Passport (\$20 - one time fee) are eligible (up to 5 times) to **win a weekend for two in Puerto Rico at the InterContinental San Juan Resort & Casino located on Isla Verde, San Juan's best beach**, and also includes airfare for two and a tour of the Bacardi rum distillery, the world's largest. The Passport includes 5 tickets (one for each country) and must be redeemed at each according 'Island Fever' party (e.g. the Bermuda ticket is given at the Bermuda 'Island Fever' party). The drawing will take place at the December 5, 2009 Puerto Rico 'Island Fever' Party (winner need not be present to win). The Caribbean Passport also series allows access to RumBa's exclusive Champagne Lounge where complimentary appetizers and desserts will be served for Passport holders only from 9 p.m. - 11 p.m.

For the first hour at each 'Island Fever' party, SPA InterContinental, the hotel's 6,600 spa, will be offering complimentary mini-massages and Darque Tan, a luxury tanning salon chain, will be providing give-a-ways throughout each evening.

COST: No cover charge - 21+. Caribbean Passport- \$20 per person.

WHEN: **First Saturday of every month from August through December 2009**
9:00 p.m. – 1:00 a.m.



SATURDAY, AUGUST 1, 2009 – JAMAICA

"Yah Mon! Wi gwaan hab a bashment time!" (Jamaican for "We are going to have a great time")

Featured cocktail and rum: Mai Tai & Appleton Rums



SATURDAY, SEPTEMBER 5, 2009 – BERMUDA

"Ver is de bar to?" - (Bermudian slang – "Where's the bar?")

Featured cocktail and rum: Caribbean Swizzle & Goslings Rums



SATURDAY, OCTOBER 3, 2009 – VIRGIN ISLANDS

"Bambooshay" - (a Creole word for "enjoy yourself/have a good time" used in the Virgin Islands)

Featured cocktail and rum: RumBuillion & Cruzan Rums from St. Croix



SATURDAY, NOVEMBER 7, 2009 - BARBADOS

"Cheese-on-bread dat rum is good!" - (Barbadian slang - "Wow, that rum is good")

Featured cocktail and rum: Rum Punch & Mount Gay Rums



SATURDAY, DECEMBER 5, 2009 – PUERTO RICO

"Melaza" - (Puerto Rican slang used to say something, someone or a situation is great or sweet).

Featured cocktail and rum: Hand Shaken Daiquiri & Bacardi Rums

WHERE: RumBa
InterContinental Boston
510 Atlantic Ave.
Boston, MA 02210
Web site: www.intercontinentalboston.com

ABOUT RUMBA: RumBa is a popular rum & champagne bar 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 1:15 a.m. RumBa 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*.

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