



**\*\*\* MEDIA ALERT / PHOTO OPPORTUNITY \*\*\***

## **HOTEL 1000 HOSTS NASCAR DRIVER AJ ALLMENDINGER – MONDAY, JUNE 21, 2010**

**WHO:** NASCAR Driver **AJ Allmendinger**, TalkingRain's **actiVwater** and **Hotel 1000**, Seattle's premier downtown luxury destination.

**WHEN:** **Monday, June 21, 2010**  
5:30 p.m. – 6 p.m.: FREE meet and greet open to the public in Hotel 1000 Lobby  
6-7 p.m.: Private Reception in STUDIO 1000; \$20 per person features actiVwater Kiwi Strawberry specialty drink and select appetizers from BOKA KITCHEN + BAR.

**WHERE:** Hotel 1000  
1000 First Avenue, Downtown Seattle  
206-957-1000  
[www.hotel1000seattle.com](http://www.hotel1000seattle.com)

**DETAILS:** On Monday, June 21, 2010, NASCAR Driver AJ Allmendinger, sponsored by TalkingRain's actiVwater – will pay a visit to the Pacific Northwest, home of Talking Rain. Hotel 1000 will host a special meet and greet with Allmendinger open to the public followed by a Private Reception in STUDIO 1000.

From 5:30-6 p.m., Allmendinger will be signing autographs in the Hotel 1000 lobby. For fans looking to spend additional time with the NASCAR star, Hotel 1000 will host a Private Reception from 6-7 p.m. The reception will feature specialty drink created with actiVwater Kiwi Strawberry and select appetizers from BOKA KITCHEN + BAR.

**Space is limited. Cost is \$20 per person to attend the Private Reception with AJ Allmendinger and includes admittance, select appetizers and one specialty drink created with actiVwater Kiwi Strawberry. To purchase tickets, please contact 206.357.9455.**

### **About AJ Allmendinger**

NASCAR Sprint Cup Series driver AJ Allmendinger carries the honor--and the pressure--of driving the only car number that the King-NASCAR's winningest driver Richard Petty ever wheeled--the famed No. 43 Ford Fusion. Allmendinger made a name for himself in karting with two International Karting Federation Grand National Championships before rocketing up the open-wheel ladder. AJ went on to take multiple wins in the Champ Car World Series, picking up the AUTOSPORT International "Rookie of the Year" honors along the way, the first time an American held that honor.

Red Bull plucked him out of the open-wheel world to go racing in NASCAR, and with a recent pole position to go with a string of top-tens, Allmendinger continues to forge a fast future as he drives for Richard Petty Motorsports. He has a history, and a fondness, for the great Northwest, as he took his breakthrough first open-wheel race win at Portland International Raceway in 2006.

### **About actiVwater**

actiVwater is an enhanced water beverage electrified with essential vitamins, antioxidants and electrolytes. Leading the charge in the growing groundswell of healthier drinking options, actiVwater is charged to deliver energy and champion a better you. actiVwater is comprised of a precise ratio of natural, body enhancing ingredients, including Vitamins C, B12, D, and K; antioxidants from natural fruits; naturally occurring electrolytes; and Erythritol, a new 100% natural sweetener with zero calories.

Availability: actiVwater is available nationwide at select retailers nationwide

For additional information, samples, or to request an interview with AJ Allmendinger or an actiVwater representative, please contact Danielle Rosen or Stephanie Kerman at Behrman Communications 212-986-7000 / [Drosen@behrmanpr.com](mailto:Drosen@behrmanpr.com) / [Skerman@behrmanpr.com](mailto:Skerman@behrmanpr.com). To learn more about actiVwater, please visit [www.actiVwater.com](http://www.actiVwater.com).

### **About Hotel 1000**

Hotel 1000, open in downtown Seattle since June 26, 2006, features 120 luxury guest rooms, BOKA KITCHEN + BAR, The Spaahh and The Golf Club. At Hotel 1000, genuine, caring, personalized service enabled by leading-edge technology and intimate yet spectacular accommodations redefines the luxury experience. Hotel 1000 offers unexpected pleasures, distinctive amenities, anticipative service and a customized experience tailored to any occasion. Located at 1000 First Ave. at the corner of Madison Street, Hotel 1000 is steps away from the waterfront along Elliott Bay, and conveniently centered between Pike Place Market, Seattle Art Museum, the business district and lively and historic Pioneer Square. For more information, please visit [www.hotel1000seattle.com](http://www.hotel1000seattle.com).

Seattle-based Hotel 1000 is managed by MTM Luxury Lodging, the Northwest's premier collection of boutique hotels. Amongst its other exquisite properties in the Northwest are Cave B Inn at SageCliffe (by the Gorge); Willows Lodge (Woodinville); and The Woodmark Hotel, Yacht Club & Spa (Kirkland). Other MTM luxury properties from coast-to-coast include The Liberty Hotel (Boston) and Bardessono (Napa Valley). Without exception, MTM managed hotels are among the very best in the markets they serve. For more information, please visit [www.mtmluxurylodging.com](http://www.mtmluxurylodging.com).

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