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PRESS RELEASE

JW Marriott Indianapolis Launches New Monthly Photo Contest, Twitter Hashtag for the Hotel

The contest will start at the beginning of November

Merrillville, Ind. (Nov. 5, 2012): The JW Marriott Indianapolis is proud to announce a new monthly photo contest where guests can enter to win a 2-night stay at the downtown Indianapolis property. The photo contest will launch Nov. 5.

"We are extremely excited to launch the monthly photo contest. There are a multitude of photos that come through our social media outlets in a day's time. We want to thank our guests for sharing their experiences and memories with us and all their social followers and fans" said Anne Dunlavy, director of sales & marketing at the JW Indianapolis. "We want our guests to know we value their time with us, and we think this will be a fun way to do that."

Guests can enter the photo contest by sending photos of their stay via email to Julie Howell, administrative sales and marketing manager, at Julie.Howell@whitelodging.com. Entries will only be accepted from guests staying at the hotel within the qualifying month. The winner will be notified the first week of the following month, and the winning photo will be announced on the JW Marriott Indianapolis Facebook page.

Along with the photo contest, the JW Indianapolis will also launch a new hashtag for guests, conference attendees and locals to use to talk about all things happening only at the JW Indy. The hashtag will be promoted through the @JWMarriottIndy Twitter account and will be #OnlyatJWIndy.

"We want to create an avenue for people to discuss everything happening at the JW in one common thread," said Michael Bennett, vice president of eCommerce and Communications for White Lodging.

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"There are so many unique events and conversations that happen around the JW, and we want to capture excitement in one hashtag. We want locals to know the daily specials, the conference attendees to know where all their events are taking place, and the regular guests to know the must-sees while they are here. It's a great opportunity to build ongoing relationships with guests once they've checked in to the hotel or when they checkout and leave us-- until next time."

For more information, visit the JW Marriott Indianapolis Facebook page at www.facebook.com/JWMarriottIndianapolis or on Twitter @JWMarriottIndy.

White Lodging Services Corporation - was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company – a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid-to large-scale hotels across the country. Its current portfolio consists of more than 159 hotels in 20 states and encompasses representation of the following leading brands: Preferred Hotels, Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, InterContinental Hotel Group and Carlson Hotels Worldwide.

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