

Contact:

Marc Becker

Area Director of Marketing

Marc.Becker@neworleanshotelcollection.com

(504) 527-0407

For Immediate Release



New Orleans Hotel Collection announces Partnership with unique new Festival in New Orleans

NEW ORLEANS – May 2012 - In a move that recognizes the flourishing popularity of a recent addition to the [New Orleans festival schedule](#), the organizers of the “San Fermin in Nueva Orleans” Festival (better known as the *Running of the Bulls*) have announced a partnership with the [New Orleans Hotel Collection](#).

The [Running of the Bulls](#) started just six years ago and is an event that mimics the festival on the same dates that has taken place for centuries in the town of Pamplona, Spain. Each year the festival has seen phenomenal growth in the activities and participation, and this year, to assist visitors in finding comfortable, nearby accommodations, Nola Bulls, LLC has named the New Orleans Hotel Collection hotels as official and exclusive hotel sponsors.

The seven hotels of the collection (Bourbon Orleans, Dauphine Orleans, Audubon Cottages, Hotel Mazarin, Hotel Le Marais, Wyndham Riverfront and Crowne Plaza New Orleans Airport) are all in a locations that provide easy access to the events of the festival. Special negotiated rates are available to the general public who wish to attend, and reservations can be made directly online at www.neworleanshotelcollection.com/san-fermin-in-new-orleans. The New Orleans Hotel Collection is also the official host for the “Rollerbulls” who are making their way to the festival from around the country.

Taking place July 12-15, 2012, this year’s festival offers visitors and locals a full cadre of events, (see www.nolabulls.com for complete schedule and information) including the centerpiece [Saturday morning run](#) with more than 300 “rollerbulls” from leagues in Baton Rouge, Houston, Jacksonville, FL, and other areas.

The uniqueness of this event begins with the unusual aspect of the “rollerbulls.” These roller

derby women from leagues across the country don “bull” outfits, and chase the red-sashed contestants through the streets of the old town, much like the real bulls in Pamplona. The event however is considerably safer, as no one is ever really gored! As in Pamplona, this is a “run at your own risk” event, with attendance expected to exceed 8,000 this year.

The events also include a new addition to the schedule this year: On Thursday July 12, a special [Spanish wine dinner](#) is planned at [7 on Fulton](#), the restaurant at the [Wyndham Riverfront New Orleans Hotel](#). For an inclusive price of \$95, guests will enjoy a traditional Spanish themed tasting menu, and fine wines produced by Marques de Caceres from Rioja, Spain. Details and bookings for the dinner are being taken online at the festival’s website. Festival events continue in the evening of the run with the [Fiesta de Pantalones](#) (Pants Party) and the following morning’s [Pobre de Mi](#) (Poor Me) at noon. A Hemingway contest is also planned.

Nola Bulls, LLC was founded in 2007 and is a provider and promoter of entertainment and [cultural events in New Orleans](#). A portion of the proceeds from the festival will go to [Animal Rescue New Orleans](#), an organization dedicated to the rescue of abandoned and homeless animals. For more information on Nola Bulls LLC or San Fermin in Nueva Orleans Festival, contact Mickey Hanning at (504) 247-3714 or Mickey@nolabulls.com.

About the New Orleans Hotel Collection

The [New Orleans Hotel Collection](#) is a group of seven fine hotels in the New Orleans metropolitan region owned by local investors. Comprised of the Bourbon Orleans, Dauphine Orleans, Hotel Mazarin, Wyndham Riverfront, Audubon Cottages, Crowne Plaza New Orleans Airport and Hotel Le Marais, these are boutique and small upscale meeting hotels in prime locations throughout the city. For more information, visit www.neworleanshotelcollection.com.

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