

**Contact:**

Marc Becker

Area Director of Marketing

[Marc.Becker@neworleanshotelcollection.com](mailto: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** - March, 2011 - The [New Orleans Hotel Collection](#) has announced that the organizers of *San Fermin in Nuevo Orleans* festival (also known as the Running of the Bulls) have named the collection the official festival hotel sponsor. The Running of the Bulls, taking place in New Orleans July 7 – 10, 2011, is a recent addition to the burgeoning popularity of festivals in a city known for its spectacular events throughout the year. The seven hotels in the New Orleans Hotel Collection are in locations that provide superb and easy access to festival events and special hotel rates are available to the general public who wish to attend the festival.

Nola Bulls, LLC started the Running of the Bulls festival five years ago, which mimics the festival that has taken place for centuries in the town of Pamplona, Spain. Each year has seen phenomenal growth in the activities and participation, and this year's festival offers visitors and locals a full cadre of events, including the centerpiece Saturday morning run with more than 300 "Rollerbulls" from leagues around the country. Visit [www.nolabulls.com](http://www.nolabulls.com) for complete schedule and information.

The uniqueness of this event begins with the unusual aspect of the "Rollerbulls," when 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 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 email [Mickey@nolabulls.com](mailto:Mickey@nolabulls.com).

Special festival hotel rates may be reserved directly online at [www.neworleanshotelcollection.com/san-fermin-in-new-orleans](http://www.neworleanshotelcollection.com/san-fermin-in-new-orleans).

**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, St. Louis Hotel, Wyndham Riverfront, Maison de Ville, Crowne Plaza New Orleans Airport and the new Hotel Le Marais, these are boutique and small upscale meeting hotels in prime locations throughout the city. For more information, visit the New Orleans Hotel Collection website: [www.neworleanshotelcollection.com](http://www.neworleanshotelcollection.com)

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