

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Family of Hotels Have a “Special Guest” this Holiday Season

The Hampton Inn Southridge, Holiday Inn & Suites Charleston West and Wingate by Wyndham are used to providing service to a variety of hotel guests. But as of December 3rd, a new kind of guest is having a great time keeping the staff on its toes. “Charlie West”, the hotels’ resident Elf is visiting for the holiday season and making quite an impression with hotel guests and staff.

“Charlie has some great fans in the way of our hotel guests, young and old. We’re having a great time making sure that he’s welcome at the hotels, like all of our guests” says Melissa Stricker, Director of Marketing and Revenue Management for the family of Charleston hotels.

The hotels are publishing Charlie’s activities on their facebook pages and have created activities for younger guests throughout December. The staff reads the popular “Elf on the Shelf” book to hotel guests and area children at 6pm at the Holiday Inn & Suites and 8pm at the Hampton Inn Southridge each Friday until Christmas. The hotel serves cookies and punch and hands out coloring sheets where kids are encouraged to name their own elves.

“It’s a fun way to celebrate the holidays and Charlie is relatively well-behaved” states Stricker. “We encourage everyone to come and join us. The hotels are just full of Holiday Spirit!”

If you’d like to follow Charlie West’s adventures, you can find links to the hotels’ facebook pages through their websites (hicharleston.com, wingatecharleston.com and hamptoncharleston.com).