



**For Immediate Release**

## ***Two 125-Year-Old Denver Icons Will Kick Off the Holidays in Style***

### **The Brown Palace Hotel and Spa and The Denver Post to Offer Elegant Champagne Cascade to Benefit 50 Nonprofits**

**DENVER...OCT. 24 2017** ...To help make the holiday season a little brighter for those in need and to celebrate their individual 125<sup>th</sup> milestone anniversaries, two Denver icons are joining forces for an incredible Champagne Cascade event to benefit 50 Denver nonprofits.

“The Champagne Cascade has been an annual event at The Brown Palace Hotel and Spa for 30 years, but in 2017, to celebrate our 125<sup>th</sup> anniversary, we are planning something extra special,” said Steve Haley, managing director of The Brown Palace Hotel and Spa. “The Denver Post is also celebrating its 125<sup>th</sup> anniversary so we are working together to make this holiday tradition even more meaningful through The Post’s Season to Share community initiative.”

**Staged at noon on November 19, 2017** in the spectacular atrium lobby of The Brown Palace, the event will feature master swordsmen using Napoleonic sabers to sever the bottlenecks of Moët & Chandon Champagne bottles. The Champagne is then poured into the uppermost glass of a two-story high, 6,000+ glass pyramid. As the champagne overflows the top glass, it cascades into the glasses below, creating a dazzling display as the bubbly liquid flows and the crowd lining all levels of the atrium lobby cheers.

“The Denver Post is extremely pleased to be a partner in this beloved Denver tradition, which gives us a wonderful opportunity to highlight The Denver Post Season to Share, an annual holiday drive supporting 50 local nonprofits at this important time of the year,” said Mac Tully, CEO and Publisher of The Denver Post.

All funds raised through Season To Share are matched at .50 per dollar (up to \$750,000) by DaVita, and are then distributed through a grant process to Denver metro-area charities that benefit children and youth, homelessness, hunger and health and wellness. Donations for the campaign are accepted Nov. 1 - Dec. 31 at [seasonotoshare.com](http://seasonotoshare.com).

Witness the grand ceremony from the best spot in The Brown. The VIP area on the Mezzanine floor offers complimentary VIP photo, champagne, hors d'oeuvres, beer, wine and of course the best views of the Cascade. Priced at \$125 per person with all proceeds benefitting Season to Share. Space is extremely limited. Tickets can be requested by visiting [BrownPalace.com/holidays](http://BrownPalace.com/holidays).

Also, new this year, Champagne Cascade attendees can make a \$10 donation to Season to Share and receive a commemorative VIP photo with the Cascade and a chance to win exciting prizes, including Broncos, Nuggets and Avalanche tickets, theater tickets and Brown Palace getaways, dinners and brunches.

Floors 4 – 7 of The Brown Palace will be open for the public to enjoy the Champagne Cascade.

### **Free 125<sup>th</sup> Anniversary “Museums” at the Cascade**

To mark the 125<sup>th</sup> anniversaries of both The Denver Post and The Brown Palace, two “museums” are being created for the event. One will feature historic photos and artifacts from The Brown Palace’s 125-year history, while the other will have photos, historic newspapers and other mementoes from the 125-year history of the Pulitzer Prize-winning Denver Post. Historians will be on hand to answer questions about both Denver institutions. Guests will be able to visit from 12:30 – 2 p.m., following the Cascade.

Both The Denver Post and The Brown Palace Hotel were founded in 1892 and have played pivotal roles in transforming Denver from a rough and tumble frontier town into the sophisticated, world-famous city it is today.

### **Holiday Decorations at the Brown**

The Cascade also serves as the official unveiling of the holiday decorations in the lobby of The Brown Palace. A team of 20 will work for two days to set up the decorations, which include:

- A 25x25-foot chandelier
- 250,000 crystal beads
- 60,000+ LED lights
- 500 pounds of glitter
- 4,800 ornaments

The decorations will remain up during The Brown’s famous daily Holiday Tea program and through the end of the National Western Stock Show, during which the public will have an opportunity to pose for free photos with the Grand Prize winning champion steer on January 19, 2018.

In addition to the holiday tea, guests can enjoy meals at any of The Brown’s six restaurants, including the award-winning Palace Arms, the pub-like Ship’s Tavern, or the famous Sunday

Brunch at Ellyngton's. All of The Brown's restaurants are decorated in traditional styles for the holidays.

Another new tradition is to enjoy appetizers and cocktails in the hotel lobby under the massive holiday decorations in the evening. The Brown converts the high tea area in the lobby into Denver's most elegant cocktail lounge from 4:30 – 7:30 p.m. daily, featuring jazz music, a selection of delicious small plates, and hand-made cocktail specials, some including a unique Stranahan's whiskey distilled especially for The Brown's 125<sup>th</sup> anniversary. Guests can also try The Brown Palace Anniversary Ale, specially brewed by Strange Craft Brewing for the 125<sup>th</sup> anniversary, with a strength, naturally, of 12.5 percent alcohol.

For a full list of special holiday events at The Brown, visit [www.brownpalace.com](http://www.brownpalace.com)

***About The Brown Palace Hotel and Spa***

*The Brown Palace Hotel and Spa is a Forbes Four Star, AAA Four Diamond luxury landmark located in the heart of downtown Denver. It is a charter member of National Trust Historic Hotels of America and is managed by Quorum Hotels & Resorts, a full service management company headquartered in Dallas. The Brown Palace is also part of the signature Autograph Collection, an exclusive collection of upper upscale and luxury hotels within Marriott International's global portfolio. The Brown celebrated its 125th anniversary in August 2017. For more information, visit [www.brownpalace.com](http://www.brownpalace.com).*

**Brown Palace Media Contact:** Joy Meadows, 303-522-9045, [joy@meadowspr.com](mailto:joy@meadowspr.com)

**Season to Share Media Contact:** Stacy Schafer, 303-915-1609, [sschafer@denverpost.com](mailto:sschafer@denverpost.com)