



HOLLYWOOD HOTEL®

THE HOTEL OF HOLLYWOOD®

established 1903

Hollywood Hotel – The Hotel of Hollywood®

Media Contacts:

Relevance PR
Karen Gee-McAuley / 818-541-7724
karen@relevancepublicrelations.com

Hannah Hurdle
805-601-5331
hannah@relevancepublicrelations.com

Address:

1160 North Vermont Avenue
Los Angeles, CA 90029
Reservations: 323-746-1248
www.thehollywoodhotel.com

Social Media:

Facebook:
<https://www.facebook.com/thehollywoodhotel>

Twitter:
<https://twitter.com/hollywoodhotel1>

Pinterest:
<http://www.pinterest.com/hollywoodhotel/>

Instagram: [hollywoodhotel](https://www.instagram.com/hollywoodhotel)

Established:

1903

Introduction:

Situated in the heart of Hollywood, Hollywood Hotel fuses old Hollywood glamour with a modern take on deluxe amenities and newly refreshed, comfortable rooms in a centrally-located urban setting. Hollywood Hotel pays homage to the City of Angels' creative and artistic spirit, incorporating exquisite design elements and a sense of beauty and inspiration into every guest's stay, with a nod to the hotel's Hollywood roots. From elegant and contemporary décor to state-of-the-art extras, thoughtful amenities and unparalleled service, Hollywood Hotel makes each guest's stay a masterpiece.

Location:

Hollywood Hotel is located in the District of Hollywood in the City of Los Angeles and is the only Hollywood hotel located most closely to the world-famous Route 66. The hotel is steps away from shopping, world-class dining and cutting edge culture and nightlife. The hotel is only minutes away from the Greek Theater, Los Angeles Zoo, the world-famous Hollywood sign, Hollywood Walk of Fame, Griffith Park Observatory, Grauman's Chinese Theater, Gene Autry National Center and Lake Hollywood. The hotel is also adjacent to the hip streets of Los Feliz, Silver Lake (voted "Best Hipster City" by Forbes) and Echo Park (backdrop for the film "The Kids Are All Right"), filled with restaurants, one-of-a-kind boutiques and nightclubs.

Hollywood Hotel is the only hotel located in the District of Hollywood between the center of Hollywood and Vine and the Downtown Convention Center. It is also one of the few hotels in the area that is completely public transit friendly with its location along the Metro Subway Red Line and Dash and Metro bus transport systems – both stop in front of the hotel and take visitors directly to Downtown LA, the Los Angeles Convention Center, Universal Studios, and the Hollywood Walk of Fame.

Curb Appeal:

Combining cosmopolitan California architecture and vintage Hollywood glamour, Hollywood Hotel welcomes guests with a beautifully designed porte cochere. The hotel's main entrance is highlighted by a double grand staircase and signature Technicolor Fountain, all overlooked by a large welcoming balcony.

Accommodations:

Hollywood Hotel features 130 spacious guest rooms including 6 suites, and 4 guestrooms with king size beds.

Nightly room rates:

\$169 - \$499

Services & Amenities:

- AAA Three Diamond Approved
- Complimentary Hot International Buffet Breakfast daily from 6:30am – 10:30am in the Dining Room.

- All-new Route 66 Bar and Lounge open from 5:00pm to 11:00pm. Hours can vary for special events. Open mic and Comedy Nights offered each week
- Concierge, Guideline Tours, and Starline Tours all available online or at front desk
- 24-hour front desk
- ATM machine
- Dry cleaning
- Wake-up service
- Down-filled duvets and pillows
- Interactive, flat-screen TV's
- Free WiFi
- Waterworks fixtures
- 100% non-smoking rooms and 100% non-smoking property.
- Rooms for physically challenged available
- Laundry facilities
- Hairdryers
- In-room safe
- Iron and ironing board
- Rollaway bed and cribs available upon request
- iPod compatible alarm clock / stereo radio
- Poggessi toiletries from Tuscany
- Waffle-weave spa robes
- Seattle's Best coffee / coffeemakers
- Monogrammed bed throws
- Mounted headboard
- Flexible reading lights
- Elevators
- 24-hour security
- Group baggage handling fee (optional and upon request) - \$5 per guest
- Multilingual staff (English, Spanish, Russian, Tagalog, German, Farsi)
- Pets allowed in all rooms (under 40 lbs; fee of \$50 a day)
- Ample gated parking – Autos/SUV's \$22 plus 10% tax; Trucks / RV's / Van's \$29 plus 10% tax, Buses and Semi/Trailer Trucks \$59.00 plus 10% tax
- Complimentary shuttle to/from Universal Studios with purchase of admission ticket from Guideline Tours (at regular Universal Studios rates)
- On-site rental car service with complimentary airport transfers from Advanced Car Rental (www.advancedcarrental.com)

Outdoor Pool & Fitness:

Hollywood hotel features a spacious and refreshed outdoor pool area with a surrounding garden and sun deck. Restoration Hardware lounge chairs, umbrellas and tables evoking classic Hollywood style surround the pool to give guests the ultimate Southern California experience. The pool area is open year-round.

The fitness center is equipped with Life Fitness exercise equipment and free weights and is open to hotel guests from 6:00am-10:00pm daily. Hollywood Hotel also features three indoor saunas with showers and a dressing area.

Outdoor Courtyard:

The open-air Fountain Courtyard provides a Mediterranean backdrop for guests to relax and lounge in a stylish and intimate newly renovated space. Free WiFi is available for guests in the courtyard. Interested parties may also book the courtyard for private events.

Hot Buffet Breakfast:

A complimentary Hot International Buffet Breakfast is served daily from 6:30am – 10:30am in the Dining Room. Guests can choose from ten varieties of cereal, muffins, bagels, pastries and breads. There is also an “egg station” where guests can order a made-to-order omelet from beloved Chef Hugo with up to eight different fillings, or scrambled, fried or plain egg whites. Sausage, cheese and a variety of cold cuts are also available along with coffee, tea and hot chocolate. Families love the unique Belgian waffle molds, such as a Teddy Bear shaped mold, with various sweet toppings for customization.

Vegan guests can enjoy a flour tortilla with their choice of fillings. Guests can also choose from croissants, fresh fruit and four kinds of juice.

Meeting Rooms:

Hollywood Hotel is equipped with six elegant meeting and function spaces with more than 5,000 square feet of flexible meeting, conference and banquet space. State-of-the-art technology, A/V equipment, Internet and media access are available in the hotel's six function spaces, which include:

- **Pickfair Grand Ballroom:** Accommodates up to 278 for receptions, 250 theater-style

seating, 200 for sit-down banquets, and 200 classroom style. The ballroom divides into two breakout rooms, each perfect for sit-down dinners for up to 100 people, 125-130 theater style, and 60-64 classroom style.

- **Laurel & Hardy Petite Ballroom:** Accommodates up to 99 for receptions, 90 theater-style seating, 60 for sit-down banquets and 36 classroom-style. The ballroom divides into two breakout rooms, each perfect for sit-down dinners for 30-32 people, 20-35 theater-style, and 12-18 classroom style.
- **Charlie Chaplin Salon:** Accommodates up to 69 for receptions, 90 theater-style seating, 40 for sit-down banquets and 24 classroom-style.
- **Buster Keaton Board Room:** Sets a creative tone for up to 12 people around a 35-foot-diameter polished marble table.
- **The Green Room:** Perfect for pre-function check-in, continental breakfast, coffee breaks, and receptions of up to 60.
- **Meditative Atrium Garden & Fountain Courtyard:** This open-air fountain Courtyard on the lobby level provides a Mediterranean backdrop for receptions of up to 185.

Comedy Club:

True to the old Hollywood tradition, Hollywood Hotel features its own Comedy Club hosted at the new on-site Route 66 Bar + Lounge. Many A-list celebrities have visited the Comedy Club's Open-Mic Nights, some numerous times, including Jessica Biel, Kristen Wiig, Drew Barrymore, John Krasinski, BJ Novak, Aiden Quinn and NFL running back Doug Martin.

Bar & Lounge:

Route 66 Bar + Lounge, located on the hotel's lower level, is a gathering point for locals and visitors alike. The bar's casual laid-back lounge reflects the fresh invigorating attitude of the hotel's East Hollywood neighborhood, where the atmosphere encourages casual conversation over libations between old friends and new ones.

Route 66's cocktail menu offers fresh, simple and high-quality cocktails, delivering progressive

classics, inspired specialty and ever-changing seasonal cocktails, all reminiscent of Hollywood's golden age. Route 66 also offers an assortment of California craft brews, especially those local to Los Angeles.

The bar and lounge is open from 5:00pm – 11:00pm.

Route 66 Bar + Lounge offers Free Wireless Internet Access in the lounge area, and guests are encouraged to bring their laptop computers. The lounge also hosts two large, flat-screen HDTVs showing the hottest sports games, awards ceremonies and other television events of interest.

Green Initiatives:

- Participation in the [Clean the World](#) soap recycling program
- Energy-saving Energy Management System ensures that A/C, lighting and other electrical systems conserve energy
- Participation in [RecyclLA](#) program
- Pool uses solar heating system
- Parking lot provides electric car chargers for standard electric and Tesla models
- Participation in [BlueLA](#) car sharing program the offers all electric cars
- Bikes available for rent at front desk
- Location steps away from the LA Metro allows guests to conveniently access Downtown L.A., theme parks like Universal Studios, and other areas of Hollywood

Management:

Jeff Zarrinam, Hotel Director
Mandy Rassuli, Sales and Catering Director
Jonathan Child, Food & Beverage Director

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RELEASE AT WILL

**HOLLYWOOD HOTEL: A DESTINATION OF ITS OWN
IN THE HEART OF HOLLYWOOD**

***Newly refreshed property offers central location, modern amenities and
easy access to renowned Los Angeles landmarks***

LOS ANGELES, CA – For most tourists and visitors to Los Angeles, LA means Hollywood – and for those looking to stay in the heart of the iconic destination there is really only one choice: Hollywood Hotel. Established in 1903, this 130-room property delightfully fuses old Hollywood glamour with a modern take on deluxe amenities and newly refreshed comfortable rooms. Hollywood Hotel is centrally located in Hollywood, only steps away from shopping, world-class dining and cutting edge culture and nightlife.

The original Hollywood Hotel was built in 1903 and was known as “the” Hollywood hotel. The 1937 movie “Hooray for Hollywood” was filmed on location at the property and first featured the song “Hooray for Hollywood.” Rudolph Valentino lived in the hotel and met his first wife there. Recent celebrities who have visited the hotel include Jessica Biel, Kristen Wiig, Aiden Quinn and Drew Barrymore.

“Hollywood is a vibrant area where there is much to see and do, with any number of places to dine, drink, play, and relax, all in one location,” said Jeff Zarrinam, Director of Hollywood Hotel. “Hollywood Hotel adds its own unique and exciting personality to the mix. Hotel guests find it is an ideal destination for enjoying all that Hollywood and the surrounding area has to offer.”

As President and CEO of Hollywood-based Zarco Hotels, Inc., which owns Hollywood Hotel, Jeff Zarrinam is very active in the Hollywood community. Born in Hollywood and a Hollywood resident, Jeff is often looked upon as the “the Hollywood expert” when it comes to all things Hollywood. His knowledge of the area comes mostly from his deep-rooted background in Hollywood and from serving on many Hollywood committees including the Hollywood Chamber of Commerce, East Hollywood Neighborhood Council, and Los Angeles City College Foundation. Jeff also supports many great Hollywood organizations including Toys for Tots, Hollywood Boys and Girls Club, Hollywood Police Activities League and Hollywood Central Park.

Some of the most well-known and exciting attractions that are situated in nearby Hollywood that guests of Hollywood Hotel that may want to visit and enjoy include the following, as well as “Jeff’s best kept secret/s:”

ATTRACTIONS

- **Hollywood Walk of Fame** – More than 2,400 five-pointed terrazzo and brass stars embedded in the sidewalks along fifteen blocks of Hollywood Boulevard and three blocks of Vine Street, honoring achievements in the entertainment industry and bearing the names of famous actors, musicians, directors, producers, musical and theatrical groups.
- **Hollywood Sign** – An American cultural icon and famous Hollywood landmark, the Hollywood Sign is situated on Mount Lee in the Hollywood Hills area of the Santa Monica Mountains and is frequented by thousands of tourists each year.
- **Los Angeles Convention Center** – Located in Downtown Los Angeles, the Los Angeles Convention Center is home to many annual, well-known events such as the LA Auto Show, Anime Expo, Electronic Entertainment Expo and, more recently, the Primetime Emmys.
- **Los Angeles Zoo** – Home to over 1,200 rare endangered animals, mammals, reptiles and birds, the world famous Los Angeles Zoo also houses over 800 plant species and over 7,400 individual plants that are situated in its lush botanical gardens.
- **“Jeff’s Best Kept Secret:” The Magic Castle** – Known as the most “unusual private club in the world,” The Magic Castle is a famous Hollywood restaurant and club for magicians, magic enthusiasts and their guests who come to enjoy magical performances and lively entertainment.

Restaurants

- **Roscoe’s Chicken and Waffle’s** – Opened in 1975 by a Harlem and Motown native, this soul-food restaurant has been a stomping ground for many famous

celebrities including Natalie Cole, Redd Foxx and, more recently, President Obama.

- **Katsuya** – This Los Angeles-based sushi restaurant founded by Katsuya Uech, was acquired by hotelier/restaurant/club mogul Sam Nazarian and is frequented by Hollywood celebrities and rock royalty and is a favorite among Hollywood tourists.
- **The Hungry Cat** – This popular Hollywood restaurant was founded by husband and wife team David Lentz and Suzanne Goin and was created for people who, like cats, are ravenous for fresh seafood and lots of it!
- **Pink's Famous Hot Dogs** – A Hollywood legend since 1939, Pinks Famous Hot Dogs offers 21 varieties of mouth-watering hot dogs. Lines to taste the hot dogs from the popular restaurant are often long, but the reward is well worth the wait!
- **Musso & Frank Grill** – This Hollywood favorite dates back to 1924 and is the oldest restaurant in Hollywood. It is known for its amazing martinis, seafood cocktails, steaks, and retro dishes like Welsh Rarebit.
- **Miceli's** - Dubbed as "Hollywood's Oldest Italian Restaurant," Miceli's has been serving up delicious Italian food since 1949. Also known as "Home of the Singing Waiters and Waitresses," guests are often serenaded with Italian songs, classical standards and musical show tunes.
- **"Jeff's Best Kept Secret:" Trails Cafe** – Located at the tip of the northern entrance of Griffith Park, this little gem of a café feels more like Northern California than Southern California. It's not uncommon to see towering trees that are several decades old, if not more. They offer Stumptown coffee, which is a plus for coffee drinkers. The avocado sandwich is definitely worth trying and the granola and with yogurt is definitely quite delicious.

CULTURE

- **Grauman's Chinese Theater** - Opened in 1927, Grauman's Chinese Theatre is located on Hollywood Blvd. and is a famous cultural landmark where visitors come to see the handprints and footprints of well-known Hollywood celebrities that are embedded along the concrete sidewalk.
- **Madame Tussauds Hollywood** - World famous wax museum and tourist attraction on Hollywood Blvd. that is frequented by thousands of visitors each year who come to see wax figures of famous A-List celebrities and Hollywood icons from past and present, such as Angelina Jolie, Elvis Presley and Gwyneth Paltrow.
- **Hollywood Bowl** – This famous Hollywood outdoor amphitheater is home to the Hollywood Bowl Orchestra and summer home to the LA Philharmonic, as well as countless musical entertainers and groups who perform at this remarkable musical venue under the stars.
- **Griffith Observatory** – A popular tourist attraction situated on the south-facing slope of Mount Hollywood, the Griffith Observatory is home to an extensive array of space and science-related displays.
- **Gene Autry National Center** – Founded in 1988, the Gene Autry National Center features a collection of art and artifacts in eight galleries that depict the historical and fictional history of the American West from 16th Century to the present.
- **Theatre** – Nicknamed “The Greek,” the Greek Theatre, seats 5,870 people and is located at Griffith Park and is home to many of the cities outdoor concerts, stage shows and graduation ceremonies. It was first opened in September 1929 and was designed after a famous Greek temple.
- **Dolby Theatre** – Formerly known as the Kodak Theatre, the Dolby Theatre is a live-performance auditorium located at the Hollywood and Highland entertainment complex. Since its opening in November 2001, it has been the home to the world-renowned Academy Awards ceremonies, as well as other famous TV shows such as *American Idol*.

- **Ford Amphitheatre** – Recently named the “Best Music Venue in Los Angeles” by *LA Weekly*, the Ford Amphitheatre was built in 1920 and seats over 1,200 people in its outdoor and indoor space. Its home to some of the best live concerts, entertainment and performing arts programs that Los Angeles has to offer.
- **Famous Neighborhoods** - Hollywood has many famous surrounding neighborhoods that are frequented by visitors year round. Silverlake, a neighborhood in the central region of Los Angeles, is known for its “Silver” colored water. Silverlake was recently voted “Best Hipster City” by Forbes Magazine. The neighborhood of Echo Park, which was recently the backdrop for the film “The Kids Are All Right,” is home to over 43,000 residents and is centered around the lake of the same name. Another well-known neighborhood, of Los Feliz is an affluent, hillside neighborhood situated on the Santa Monica Mountains and is home to many celebrities such as Gwen Stefani and Moby.
- **“Jeff’s Best Kept Secret:” Private Tours of Hollywood Landmarks (i.e. Pantages Theatre, Paramount Studios)** – The best way to visit some of Los Angeles most well-renowned landmarks such as the renowned Pantages Theatre and the legendary Paramount Studios is through private, VIP tours. Companies like LA Inside Tours will take their guests on customized VIP tours of famous landmarks throughout Hollywood where they’ll get an insider’s sneak peek of what other people might not see.

NIGHTLIFE

- **La Descarga** – This well-known, reservations-only, Havana-inspired bar is a hotspot among visitors to Los Angeles. Patrons must pass through a secret closet, down a spiral staircase, which leads to a spectacular speakeasy with rum-based cocktails, a selection of cigars and burlesque performances.

- **The Sayer's Club** – One of Hollywood's most exclusive live-music venues, this popular restaurant, lounge and music spot boasts a cocktails bar with handcrafted cocktails and a succulent small plates menu for its patrons.
- **Avalon Hollywood** – A historic nightclub and venue located in Hollywood at the intersection of Hollywood and Vine. Previously known as the Hollywood Palace, Avalon Hollywood has a capacity of over 2,000 people and is a hotspot for tourists and visitors to Hollywood.
- **OHM Nightclub** – Also located at the famous intersection of Hollywood & Highland, OHM Nightclub is a "secret" speakeasy popular for tourists who want a mix of nightclub and bar all in one place. Tourists to the area frequent OHM Nightclub for its fresh and flavorful, handcrafted drinks, as well as for the great music and world famous DJ's.
- **Dresden Room** – Best known for its cameo in the movie "Swingers" and appearances in "Mad Men," the Dresden Room has been a classic Hollywood establishment for decades. The restaurant serves authentic comfort food favorites and the live entertainment by husband and wife duo Marty and Elayne is unbeatable. Get there early because the place gets packed!
- **Catalina Bar & Grill** – Known for its "old world charm," this lively supper club located in the heart of Hollywood entertains guests with nothing but the best in live jazz and musical performers. Home to many famous jazz musicians including Dizzy Gillespie, Benny Carter and Wynton Marsalis!
- **"Jeff's Best Kept Secret:" Comedy Club at Hollywood Hotel** – Home to some of the best comics in the business, the Comedy Club at Hollywood Hotel has been a popular entertainment venue for over 12 years. The club is open every Wednesday – Saturday and there is no cover charge and only a one-drink minimum. Famous celebrities who have visited the club's open mic nights include Kristen Wiig, Jessica Biel and Drew Barrymore.

SHOPPING

- **Hollywood & Highland** - A vibrant shopping, dining, and entertainment district on the world's most famous boulevard featuring over 60 shops including Louis Vuitton, Sephora, GAP, H&M and BCBG. Hollywood & Highland is also home to nightclubs, hotels, restaurants, and popular venues including the famous Kodak Theatre where the Academy Awards are held every year.
- **Downtown LA's Santee Alley** – One of the most popular shopping areas in LA's Downtown Fashion District, Santee Alley is home to over 150 retail shops and stores that include clothing, jewelry, housewares and accessories, toys, beauty and cosmetics for bargain prices. LA's own bazaar district!
- **Melrose Avenue** – A well-known shopping destination in Los Angeles made famous by the 1990's TV show *Melrose Place*. This shopping mecca is known for its punk and rock-star style, but many high-end, retail shops are located there, including Marc Jacobs, Fred Segal and Diane Von Furstenberg.
- **Downtown LA's Cooper Building** – Home to some of the best samples sales in town, the Cooper Building is the place to be during the last Friday of every month. Shoppers will find unbeatable deals from brands such as Hudson Jeans, Splendid, Robert Rodriguez and Theory.
- **Larchmont Village** – This quaint and friendly shopping district is located in one of the most historical area of Los Angeles and borders the grand, old estates in Hancock Park. Larchmont Village is home to great restaurants, tons of shopping and their famous Farmer's Market held every Sunday (10am – 2pm).
- **Sunset Junction/Los Feliz Village Shops** – Eager shoppers can take a stroll down the famous shopping streets of Sunset Junction and the Los Feliz Village Shops to find an assortment of specialty and gourmet shops at their fingertips. Some of the most popular include The Cheese Store of Silverlake,

with its delicious gourmet wines and cheeses, and the Potted store – an outdoor living mecca for designers and landscapers alike.

- **“Jeff’s Best Kept Secret:” Wacko Soap Plant** – What started out as a soap plant when it opened in 1971, has now turned into a fun, pop culture toy shop with a rock star attitude. Wacko Soap Plant now has an inventory of over 2 million items in its 6,500 square foot Hollywood location including toys, décor, gifts and art that will leave any guests heads spinning!

OUTDOOR

- **Lake Hollywood** – Lake Hollywood is a beautiful lake situated in the Hollywood Hills in the nearby Santa Monica Mountains. The surrounding recreational area, known as Lake Hollywood Park, offers walking, hiking and jogging for its visitors.
- **Horseback Riding** – There are many ordinary ways to see the sights and sounds of Los Angeles, but none as exciting and out-of-the-ordinary as seeing them while on the back of a horse. One of the best places in LA to see spectacular views is on the trails near the Hollywood Sign. It’s an equestrians dream and one that many who visit will never forget!
- **Hiking** – Hollywood is home to some of the best hiking around, including the trails that lead to the Hollywood Sign (see more below) and Runyon Canyon. Visitors and locals who frequently hike along these famous trails can expect panoramic views of the city, beaches and famous landmarks throughout LA.
- **Golf & Tennis** – With endless outdoor activities to see and do in Hollywood surprisingly some of the most popular are not located at the beach. Golf and tennis are both popular, outdoor activities that people of any age can experience in Hollywood. The area has many free golf courses and tennis

courts that are easy to get to and make for an exciting and competitive day out!

- **“Jeff’s Best Kept Secret:” Trail Maps to the Hollywood Sign** – Many people who visit and live in Los Angeles want to see the Hollywood Sign but aren’t familiar with the trail maps that make it easy to visit this famous outdoor landmark. The Hollywood Sign trail maps can be downloaded online or on a mobile phone, and they give accurate and clear directions on how to get to all three hiking trails including, The Mount Hollywood Trail, The Canyon Boulevard Trail and The Cahuenga Peak Hike.

Hollywood Hotel is one of the few hotels in the area that is completely public transit friendly. It is located along the Metro Subway Red line and the Dash and Metro bus transport systems. Both subway and bus systems stop in front of the hotel and take visitors directly to Downtown LA, the Los Angeles Convention Center, Universal Studios and attractions such as the Hollywood Walk of Fame.

Business travelers, vacationers and locals alike who are guests of Hollywood Hotel appreciate the hotel’s state-of-the-art extras and thoughtful amenities such as free WiFi, an on-site fitness center, open-air fountain courtyard, complimentary hot American Buffet Breakfast served daily, an outdoor pool, and unparalleled service in the newly refreshed rooms. A unique feature of the hotel is Hollywood Hotel’s own Comedy Club, which brings all-star comedians to the property on a regular basis.

Rates at Hollywood Hotel start at \$169-\$499 per night. Hollywood Hotel is located at 1160 North Vermont Avenue, Hollywood, CA 90029. Please visit www.TheHollywoodHotel.com for more information. To book reservations, call +1-323-746-0444 or email Hello@HollywoodHotel.net.

[About Hollywood Hotel – The Hotel of Hollywood](#)

The 130-room Hollywood Hotel is one of the most reasonably priced hotels in the city and offers incredible value in a central location. Situated right in the heart of Hollywood, it's steps away from boutique shopping, world-class dining and cutting edge culture, and the closest hotel to The Hollywood Sign, Grauman's Chinese Theater, the Walk of Fame, Griffith Park, LA Zoo, Greek theater and Mount Hollywood hiking trails. Guests can even hop on the nearby Metro and explore Los Angeles, or spend the day at Universal Studios.

Business travelers, vacationers and locals alike appreciate the hotel's state-of-the-art extras and thoughtful amenities such as free WiFi, on-site fitness center, open-air fountain courtyard, and complimentary hot international breakfast buffet served daily, an outdoor pool, and unparalleled service in newly refreshed rooms and more than 5,000 square feet of flexible function space. A unique feature of the hotel is Hollywood Hotel's own Comedy Club, which brings all-star comedians to the property on a weekly basis. Hollywood Hotel is located at 1160 North Vermont Ave., Los Angeles, CA 90029. For reservations or information, call toll free +1-323-746-0444, email Hello@HollywoodHotel.net or visit www.TheHollywoodHotel.com. Stay up to date with Hollywood Hotel on [Facebook](#), [Instagram](#) and [Twitter](#).

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Jeff Zarrinam
Hotel Director



Ask Jeff Zarrinam practically any question about Hollywood and he will have the answer; thus his unofficial title of “Mr. Hollywood” is apropos. Jeff was born in Hollywood at Kaiser Permanente Hospital more than 50 years ago and makes his home in Hollywood. Jeff also works in Hollywood, is the President and CEO of Hollywood-based Zarco Hotels Inc. which owns the Hollywood Hotel, of which he is the hotel director.

Jeff's passion for the hospitality industry was ignited when he was 12 years old and read Conrad Hilton's "Be My Guest" while he was staying at the Reno Hilton with his family. Upon graduating from college, Jeff managed one of his family's apartment buildings on Sunset Boulevard. As Jeff recounts, "I had just finished a model room in the apartment building and a French tourist walked in and asked if I had a room to rent for seven nights. I quoted him a rate of \$210 for the week, which he paid in cash, and which happened to be more than a tenant's monthly rent. After that experience, I converted the apartment building into the Park Sunset Hotel, which is now the Grafton On Sunset hotel and have been in the hospitality business ever since."

Jeff's fascination with Hollywood is as deep as his roots in the community. The re-established Hollywood Hotel on Vermont Avenue was purchased by Zarco, Inc. in 1964. Jeff has amassed many original items from the hotel's first location on Hollywood Boulevard. In addition to renovating Hollywood Hotel, Jeff is restoring the 31-suite Chateau Celeste, an upscale boutique hotel directly across the street from Hotel Hollywood, which was originally built in 1927. Jeff also owns Hollywood Distillery which is the only distillery in Hollywood. The distillery is currently distilling an organic date vodka and aging a bourbon.

Jeff graduated from the University of San Diego with a Bachelor of Business Administration degree in Accounting and has been a Certified Hotel Administrator since 1988. Jeff's love of the hotel industry and Hollywood has kept him busier than the average hotelier. Jeff is an active Business Representative board member and Treasurer of the East Hollywood Neighborhood Council and Chairs its Business and Budget Committees as well as Chairs its PLUM Committee, Board member and Past Board Chair of the East Hollywood Business Improvement District, which he co-founded in 2006, In 2017-2018, Jeff was honored to serve as Chairman of the Board of the Hollywood Chamber of Commerce and, in this role,

hosted more than 25 Star ceremonies to award celebrities with official stars on the Walk of Fame, including Gary Sinise, Chris Pratt, Wolfgang Puck, Goldie Hawn, Kurt Russell, Debra Messing, Selena, Nick Nolte, Dwayne Johnson, Mark Hamill and more. Jeff is currently Chairman of the Hollywood Chamber of Commerce Community Foundation, which supports and advances the educational, cultural and economic interests of the Hollywood community by developing leadership with a dynamic and innovative vision of the future. Jeff also is a board member of the Los Angeles City College Foundation and a member of its Executive Committee.

Jeff works tirelessly to improve Hollywood; he is the Steering Committee Chairman of the Proposed Hollywood Route 66 Business Improvement District and Steering Committee Chairman of the Proposed the Hollywood Western Business Improvement District. He is also a past Steering Committee member on the Tourism Improvement District for the LA Tourism and Convention Board. Jeff's philanthropic work is equally renowned. He is a founding board member of the East Hollywood Los Feliz Homeless Coalition, and has been a sponsor of the Hollywood Christmas Parade benefitting Toys For Tots. Jeff also supports Project Angel Food, LA Cedars Rotary Club, Hollywood Boys and Girls Club, Hollywood Police Activities League and Hollywood Central Park.

Anyone who knows or works with Jeff does not try to reach him in the early mornings because he hikes the Hollywood Hills everyday. These treks allow him to unplug, reinforce his Hollywood footing and embrace the magnificent view that people the world over travel to see. Jeff enjoys spending time with his wife Mandy, a well-known Los Angeles event planner, and his twin boys, Alex and Aiden.

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**RENOWNED HOLLYWOOD EVENT PLANNER, MANDY RASSULI, OF
'HOLLYWOOD HOTEL EVENTS' CELEBRATES MORE THAN 25 YEARS
CREATING MEMORIES OF A LIFETIME**

**Rassuli also Serves as Director of Catering and Events for
Hollywood Hotel - The Hotel of Hollywood®**

LOS ANGELES, CA – In a city like Los Angeles that can often seem saturated with event planners and industry folks, it is hard to spot a true innovator and trendsetter who purposely stays “under the radar.” Mandy Rassuli, however, is exactly that. Based in Hollywood, California, Mandy Rassuli’s company “Hollywood Hotel Events” provides full-service event planning services and creates exquisite and memorable events including engagement parties, weddings, and bar/bat mitzvahs, as well as corporate events and board meetings at Hollywood Hotel. Mandy has been in the event planning industry

since 1991 and is looking forward to an even more exciting future.

Born in Tehran, Iran, Mandy moved to Hamburg, Germany at age 9. Mandy then moved to California when she was 19 years old, where she has since made her home. Fluent in Farsi, German, English and Spanish, Mandy began her career in party planning when she was 22 years old working in the Olympic Collection's banquet department. With experience in a variety of departments at Olympic Collection, including back of the house, kitchen and prep line, it was there that she became interested in event and party planning as a full time career. Mandy's clients quickly recognized her amazing sense of aesthetics and creativity, and, at their request, in 2000, she assumed responsibility for "Hollywood Hotel Events" (a division of Hollywood Hotel).

Today, Mandy is known for her unparalleled professional service, her creative ideas and unique event concepts. She carefully plans each event from beginning to end while keeping in mind the personality and ideas of her clients. Mandy is relentless in letting no detail go unnoticed when it comes to everything from selection of venue, menu, décor, floor planning, lighting and rentals. She considers her ability to envision and work well and creatively with space dimensions as one of her strongest suits.

Mandy's warm personality and calm demeanor help her clients relax and feel confident that she will create a milestone event that they and their guests will remember for a lifetime. Whether it's an event for \$20,000 or \$1 million, and regardless of the number of guests, theme or locale, Mandy's events are always unique, inviting, and unforgettable.

"My number one rule," says Mandy Rassuli, "is 'Never Say No' to a client. I believe that nothing should be taken personally in this business, and my success comes from hard work, dedication and my years of event planning experience."

Mandy has successfully planned a number of memorable and unusual events all over Southern California, a hot air balloon for a bar mitzvah in the middle of the city; a Snow White themed event complete with a custom carriage and seven small footmen; a wedding for 800, as well as a Paris/Moulin Rouge themed event that required Mandy to outfit the space with an Eiffel Tower, Parisian props and a French Market.

Mandy estimates that 50 percent of her business is repeat. “Much of my business is through word-of-mouth and referrals from previous clients,” explained Mandy. “In fact, in several cases I have planned events marking major milestones in a single family’s life from weddings to births to bar/mitzvahs to graduations, and for their kids’ weddings as well.”

Mandy also plans and manages corporate events at Hollywood Hotel, including annual corporate holiday parties, business conferences, seminars and meetings for area businesses, including Children’s Hospital Los Angeles, Kaiser Permanente, Los Angeles City College, and more.

Mandy currently lives in Los Angeles and enjoys spending time with her family, including her husband and twin boys. In her spare time, she is always seeking out new venues and inspiration for her upcoming events and celebrations!

About Hollywood Hotel – The Hotel of Hollywood

The 130-room Hollywood Hotel is one of the most reasonably priced hotels in the city and offers incredible value in a central location. Situated right in the heart of Hollywood, it’s steps away from boutique shopping, world-class dining and cutting edge culture, and the closest hotel to The Hollywood Sign, Grauman’s Chinese Theater, the Walk of Fame, Griffith Park, LA Zoo, Greek theater and Mount Hollywood hiking trails. Guests can even hop on the nearby Metro and explore Los Angeles, or spend the day at Universal Studios.

Business travelers, vacationers and locals alike appreciate the hotel’s state-of-the-art extras and thoughtful amenities such as free WiFi, on-site fitness center, open-air fountain courtyard, complimentary hot international breakfast buffet served daily, an outdoor pool, and unparalleled service in newly refreshed rooms and more than 5,000 square feet of flexible function space. A unique feature of the hotel is Hollywood Hotel’s own Comedy Club, which brings all-star comedians to the property on a weekly basis. Hollywood Hotel is located at 1160 North Vermont Ave., Los Angeles, CA 90029. For reservations or information, call toll free 1-800-800-9733 or locally 323-315-1800, or visit www.Hollywoodhotel.net.

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