



**FOR IMMEDIATE RELEASE**  
September 28, 2007

**Contact:** Anna Hogan  
(513) 271-7222 x19

## **ANNUAL HOUSEKEEPING OLYMPIX RETURNS TO DENVER**

### ***Off-Beat Competition Highlights Professional Housekeeping Role in Area's \$645 Million Lodging Industry***

More than 15 teams of local hotel housekeepers will compete later this month in Denver's third annual Housekeeping Olympix. This year's event, hosted by The Adam's Mark®, will be Friday, Sept. 14 at 2 p.m.

The reigning champion, The Comfort Inn Downtown Denver, will be defending its title against far stiffer competition this year as the number of teams participating has increased from 11 to 16.

Denver Housekeeping Olympix is scheduled in conjunction with International Housekeepers Week, which has inspired similar observances across the U.S. during this week of September. Local teams participating this year represent professional housekeepers from some of the area's top properties, including The Brown Palace® Downtown Denver, The Westin® Downtown, The JW Marriot®, Grand Hyatt®, The Embassy Suites Hotel® and Hotel Teatro.

Corporate sponsors of this year's event are the P&G Pro Line™ Lodging Program and Western Paper Distributors, Inc., which provides guest room cleaning and laundry products to many of the 245 hotels in the Denver Metro area.

While the event features some unusual areas of competition -- from "bednastics" (a timed event in which maids make then strip down a bed from sheets packed in a suitcase), toilet paper shot put, laundry bag relay and three-legged vacuum dash -- there is another reason for area housekeepers to square off -- to showcase the value of what they contribute to the industry and the area.

“The annual Housekeeping Olympix calls attention to the fact that housekeepers are the backbone of the lodging industry, and are gatekeepers to a crucial part of Denver’s economy,” said Ilene Kamsler, president of the Colorado Hotel & Lodging Association, which represents 520 hotels across the state.

“Visitors to the ‘Mile High City’ spend more than \$645 million on accommodations every year,” Kamsler said. “Whether or not they come back depends on their impressions of Denver, and a lot of that opinion can be formed by experiences at their hotel.”

According to Steve Spicer, Denver-based P&G Pro Line Lodging Program representative, among the things hotel guests are now looking for in a hotel are the comforts of home. “Today, travelers are reluctant to give up amenities they’ve become accustomed to at home,” Spicer said. “These include everything from comfortable mattresses and wireless Internet access to fresh-smelling sheets, soft towels and clean smelling rooms.”

The responsibility of making hotel rooms look, feel and smell like home ultimately ends up in the hands of the housekeeping staff. With so much depending on the jobs area housekeepers perform, Denver Mayor John Hickenlooper has used International Housekeepers Week to encourage the citizens of Denver to express appreciation for and encouragement to housekeepers in the city.

“Tourism plays a crucial role in our community, and hotel housekeepers play a vital role in projecting a positive image for more than ten million visitors who come to the Denver Metro area each year,” he said in an International Housekeepers Week proclamation.

The economics of the situation make it difficult to argue with his enthusiasm. Tourism in the Denver Metro area employs more than 65,000 people and contributes more than \$2.4 billion into the local economy every year.

Debra Hummel-Bullock, director of housekeeping at the Brown Palace Hotel and Comfort Inn Downtown Denver, coordinated the planning for this year’s event and developed Denver’s first Housekeeping Olympix in 2004. Activities are scheduled to get underway at 2 p.m. and conclude at 4 p.m. More than 150 people are expected to compete this year, in teams of 5-10 people. A grand prize will be presented to the winners in addition to spirit awards.

###

### **About P&G (NYSE:PG)**

Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay®, Head & Shoulders®, and Wella. The P&G community consists of almost 110,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

### **About Adam's Mark Hotel Denver**

Adam's Mark Hotel Denver, Colorado's largest hotel, has been the foundation of Denver's convention and meeting market since its expansion in 1997. Located in the heart of downtown Denver, The Adam's Mark is three and a half blocks from the Convention Center and within walking distance of the Denver Art Museum and the State Capitol. The hotel features 1,225 deluxe sleeping rooms, including 92 suites, and 133,000 square feet of meeting space. Please visit [www.adamsmark.com](http://www.adamsmark.com) for more information.