



personality hotels
COLLECTION

FOR IMMEDIATE RELEASE

**PERSONALITY HOTELS HITS THE SUITE SPOT WITH
50 SHADES OF WOMEN...COME AGAIN**

*San Francisco's Premier Boutique Hotel Collection Reopens its Doors to the Original
'50 Shades of Women' package*

SAN FRANCISCO, CA – (January 7, 2015) – *50 Shades of Grey* fans wanting to indulge in their wilder side need look no further than **Personality Hotels of San Francisco**. Beginning January 6, 2015, the always-creative boutique hotel collection will offer at their three Union Square hotel locations a chance to live out some of their favorite scenes from the wildly popular erotic book series, with the launch of the **50 SHADES OF WOMEN...COME AGAIN** package.

“Our original 50 Shades of Women package in 2012 was so successful that we’re rousing our guests to return alongside the launch of the ‘50 Shades of Grey’ film on February 14,” says Yvonne Detert, founder and CEO of Personality Hotels. “Our ‘Come Again’ package is more enhanced than the first, with more frills guaranteed to please our adventurous guests.”

The three Personality Hotels offering the **50 SHADES OF WOMEN...COME AGAIN** package are **Hotel Diva**, **Kensington Park Hotel** and **Hotel Union Square**. The package is a \$150 add-on to regular room rate for a long lasting thrill and includes:

- The [Minna Limon Vibrator](#) (squeeze as you please)
- Art of Lust Condoms
- Feel Me Bondaids Handcuffs
- Silky Sash Restraint
- Lilly Fringe Whip
- Madame's Mystique Paddle
- Les Petits Bon Bon Tickle Me Tickler
- Wicked Aqua lubricant 2.0 fl oz

“A discreet black satin box with the indulging toys awaits you in your room upon check in,” continues Detert. “It’s up to you how you unwrap and use the goodies inside this sexy treasure chest. Personality Hotels has you covered, all in the privacy of your own deluxe hotel room.”

To sweeten the deal, guests who purchase the package will get extra satisfaction in knowing that they are supporting a local nonprofit organization, as Personality Hotels will donate \$10 from each package to **Breast Cancer Emergency Fund**.

The package is available beginning January 13, 2015. Rates will vary throughout the remainder of 2015, so please visit www.personalityhotels.com to check rates for your specific dates. Rates do not include taxes and are based on availability.

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Personality Hotels featuring the 50 SHADES OF WOMEN...COME AGAIN package:

- **Hotel Diva:** 440 Geary Blvd., 415.885.0200, www.hoteldiva.com
- **Kensington Park:** 450 Post St., 415.788.6400, www.kensingtonparkhotel.com
- **Hotel Union Square:** 114 Powell St., 415.397.3000, www.hotelunionsquare.com

To book the **50 SHADES OF WOMEN...COME AGAIN** package at a Personality Hotels property, please visit <http://info.personalityhotels.com/packages> or call 800.553.1900.

About Personality Hotels

In 1982, Personality Hotels founder Yvonne Lembi-Detert established a revolutionary new approach to style, service and amenities that forever changed the hospitality industry. Energizing the Northern California market with a collection of metropolitan urban retreats, Personality Hotels is widely credited with putting the “BOUTIQUE” in hotels. Personality Hotels is an affiliate of Engage Hospitality, the management company of its four Eclectic San Francisco boutique properties, SEXY Hotel Diva, GRAND Kensington Park Hotel, AUTHENTIC Hotel Union Square and TIMELESS Steinhart Hotel; one Monterey property, SERENE Mariposa Inn & Suites; and one Wine Country property, HISTORIC Flamingo Conference Resort and Spa. For more information or to book reservations, call 800.553.1900 or visit www.personalityhotels.com.

About Yvonne Lembi-Detert, President and CEO of Personality Hotels

With endless passion for the hotel industry, Yvonne Lembi-Detert is the visionary behind Personality Hotels. A true pioneer of boutique chic, Yvonne made her mark with the opening of San Francisco’s first boutique hotel more than 25 years ago. Fresh out of the Rudolph Shaffer School of Design and while attending San Francisco State University in 1982, her talents were enlisted to remodel and convert a prewar hotel building into the Hotel Union Square. Yvonne has been innovating the hospitality industry ever since.

About Engage Hospitality

Engage Hospitality is a full service hotel management company that services a range of hospitality clients, from branded hotels to individually owned lifestyle boutique hotels. Launched by Yvonne Lembi-Detert, Engage Hospitality works directly with hotel owners and operators to achieve success and increase profitability. For further information, please visit www.engagehospitality.com.

About the Breast Cancer Emergency Fund

Breast Cancer Emergency Fund (BCEF) provides quick and compassionate emergency financial assistance to low-income people battling breast cancer. BCEF steps in when a woman is too sick to work. Each year, BCEF helps nearly 400 women and their families in the Bay Area maintain life-extending medical care and live with dignity during a devastating illness. BCEF’s goal is to reduce breast cancer mortality rates, improve health outcomes and enable clients to focus on recovery and family. www.bcef.org

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