

## Hilton Hotels Announces a Private Concert by Platinum-Selling Recording Artist James Blunt

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Announcement Kicks Off 'Your Passion. Your Song. Your Journey: Hilton Hotel's Search for the Next Emerging Artist'

Hilton Hotels (NYSE:HLT) is announced that five-times platinum singer and songwriter James Blunt is scheduled to perform a private concert at The Beverly Hilton on November 21, 2006. Blunt's song, "High" was one of five songs from various hot, new artists featured in Hilton's "Travel Should Take You Places" brand re-ignition advertising campaign and on [www.hiltonjourneys.com](http://www.hiltonjourneys.com) that launched earlier this year.

James Blunt fans nationwide will also have the opportunity to meet Blunt and attend his exclusive November concert. Guests who book a room on [www.hilton.com](http://www.hilton.com) before October 15, 2006 and register for the sweepstakes will be entered to win a three-day, two-night vacation to Los Angeles to attend his private, acoustic performance at The Beverly Hilton and meet James after the show.

Additionally, Hilton Hotels launched "Your Passion. Your Song. Your Journey," a national call for singers/songwriters to submit their work and stories for the chance to conduct a personal meeting with Atlantic Records and meet Blunt at his upcoming live concert for Hilton. Beginning August 31, 2006, artists can log on to [www.yourmusicaljourney.com](http://www.yourmusicaljourney.com) and submit an original DVD/ video of their song along with their story detailing their motivation for and journey to become a singer/songwriter. The public, along with a panel of judges, will select the final winner by voting at the Hilton experiential Web site, [www.hiltonjourneys.com](http://www.hiltonjourneys.com) between October 5 and October 27, 2006.

"There are inherent parallels between travel and music as both take you on a journey, awaken your spirit and inspire thought, reflection and a range of emotions - this is why music played such an integral role in our Travel Should Take You Places campaign," said Jeffrey Diskin, senior vice president, Hilton Brand Management. "With the James Blunt concert and promotion, we are thrilled to continue to shape the journeys of aspiring musicians, just as we consistently do for our hotel guests."

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