

Hampton prepares for “legendary” year of historic refurbishments



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Press Release Summary: The Hampton Save-A-Landmark Program kicks off its ninth year with a restoration event honoring the 40th anniversary of the death of Dr. Martin Luther King

Press Release Body: According to survey results recently released – just in time for **Martin Luther King, Jr. Day** – more respondents (26 percent) chose Dr. King as the most legendary figure in modern history than any other notable person. **Hampton Hotels**, which conducted the survey, also announced that it would honor Dr. King with a massive restoration of the **National Civil Rights Museum in Memphis, Tenn.** – the site where he was assassinated – as part of its award-winning **Save-A-Landmark program**.

The refurbishment of the **National Civil Rights Museum by Hampton**), will take place in late March and will be the largest effort in the program’s history – more than 100 volunteers will help get the museum ready for the 40th anniversary of Dr. King’s assassination. The event will also serve as a kick-off for the **Save-A-Landmark program’s** ninth year, which has been dubbed the year of **“Landmark Legends”**. During the next 12 months, **Hampton Hotels** and its employee-volunteers will restore sites that honor some of the

most distinguished people in world history – legendary figures that have inspired change, overcome challenge and made a difference.

"As always, we're ready to roll up our sleeves and do whatever is needed – paint, reconstruct, landscape, anything the sites need – to salute these luminaries and assist with the upkeep of landmarks built in their honor," said **Judy Christa-Cathey, Vice President of brand marketing for [Hampton Hotels](#)**. *"Dr. King is just one shining example of someone who inspired positive change. We are helping the Museum prepare for the anniversary events marking his life and accomplishments."*

According to **Hampton's 'Landmark Legends Survey'**, not only is Dr King the biggest legend in modern history, his famous **"I Have a Dream"** speech is also so well known that more than a third (36 percent) of Americans rank this as the most legendary phrase of all time.

From helping the **80-foot Blue Whale in Catoosa, Okla.** through to the historic **World War II destroyer U.S.S. Laffey in Mount Pleasant, S.C.**, the **Save-A-Landmark program** has helped research landmarks in need, promoted landmark sites and their importance, facilitated hundreds of thousands of volunteer hours, donated several tons of supplies and worked with matching grants – all at an investment of more than \$2.5 million. **Hampton** employee-volunteers work hand-in-hand on the landmarks while Hampton provides the dollars to refurbish selected sites.

Landmark nominations have been a key element of the **Save-A-Landmark program's** success since its inception in 2000, with thousands of nominations provided by the public.

The public can visit the recently launched **"Landmark Legends"** page at the **Save-A-Landmark** site, and click on **"submit a landmark,"** to enter their nomination for a legendary landmark. Also, those looking to stand in the shadow of renowned people and their landmarks can access the site's database for dozens of ideas.

About the "Landmark Legends Survey"
The **Hampton Landmark Legends Survey** was conducted by **Kelton Research** in January 2008 using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Results of any sample are subject to sampling variation.

About Hampton Hotels
Hampton, which includes [Hampton Inn](http://www.hamptoninn.com/) and **Hampton Inn & Suites hotels**, is a mid-priced leader in the lodging segment.

Hampton is part of Hilton Hotels Corporation, a leading global hospitality company with more than 2,800 hotels and 500,000 rooms in more than 80 countries, including 105,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and most highly regarded hotel brands, including Hilton, Conrad, Doubletree, Embassy Suites Hotels, Hampton Inn, Hampton Inn & Suites, Hilton Garden Inn, Hilton Grand Vacations, Homewood Suites by Hilton, Scandic and The Waldorf=Astoria Collection.

Hilton Hotels Corporation's sponsorship of the U.S. Olympic Team will extend through the 2008 Olympic and Paralympic Games in Beijing, China, and includes the 2008 U.S. Paralympic Team(s) and the 2007 U.S. Pan-Am Team.

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