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LA FONDA ON THE PLAZA SUPPORTS AMERICAN HEART MONTH  
WITH GIRLS GETAWAY PROMOTION

***20 Percent of Proceeds from February Package to Benefit American Heart Association***

SANTA FE, N.M. (Jan. 5, 2014) — Santa Fe’s most historic hotel, La Fonda on the Plaza, is pleased to announce its first-ever **La Fonda Has Heart Package**, a girls getaway opportunity in February 2014 in honor of American Heart Month.

Starting at \$126 per night, the package includes luxury accommodations in one of the hotel’s newly renovated guest rooms, and a bottle of red wine and dark chocolates in room upon arrival. La Fonda will donate 20 percent of gross proceeds from each package to Go Red for Women, an initiative of the American Heart Association.

“Healthy lifestyle is a cornerstone of La Fonda’s corporate culture, and we are pleased to support the lifesaving mission of the American Heart Association through this travel package,” said Jennifer Kimball, chairman of La Fonda on the Plaza. “To further promote heart-healthy travel, our location on the Santa Fe Plaza puts travelers within walking distance of many of the city’s premier galleries, restaurants and cultural attractions, and we invite female groups to take this opportunity to visit Santa Fe while giving back to a great cause.”

This offer is available for hotel stays between Feb. 1 and Feb. 28, 2014. Rates are based on double occupancy and do not include tax. For media information or high-resolution

photography, contact Brooke Traister at [brooke@tuckerpr.com](mailto:brooke@tuckerpr.com) or 214-252-0900. Reservations can be made [online](http://www.lafondasantafe.com) at [www.lafondasantafe.com](http://www.lafondasantafe.com).

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**About La Fonda on the Plaza:**

Opened in 1922, La Fonda on the Plaza sits at the terminus of the Santa Fe Trail and is the only hotel on the historic Santa Fe Plaza. Reports of an inn at this location date back to the 1600s, making La Fonda the most historic hotel in Santa Fe. Formerly a Harvey Hotel, La Fonda offers 179 unique guest rooms and suites, including 14 luxury rooms built around a rooftop terrace with breathtaking views of Santa Fe and St. Francis Cathedral Basilica. With more than 20,347 square feet of event space, La Fonda is a favorite location for conferences and weddings. In fall 2013, the hotel completed its most significant room renovation since the 1920s, including aesthetic and infrastructure enhancements to modernize the property without compromising its authenticity and unique character. Its signature restaurant, La Plazuela, was renovated in 2009 and occupies the hotel's original 1920s open-air courtyard. La Fonda is a AAA Four Diamond property and a member of the National Trust Historic Hotels of America.