

FOR IMMEDIATE RELEASE

UN-BEE-LIEVABLE UPDATES FROM INTERCONTINENTAL NEW YORK TIME SQUARE
Honey From Rooftop Apiary Hits The Sweet Spot In New Cocktails And Menu Items



NEW YORK (May 17, 2012) – This May the **InterContinental New York Times Square** sent Times Square buzzing with the installation of its **first rooftop beehive**. The hive, located on the hotel's **green rooftop**, is expected to produce 20-30 pounds of honey in the next year- making for a sweet addition to the hotel's restaurant and cocktail menus!

The hive in Times Square marks the **third InterContinental apiary in North America**; joining the InterContinental Boston and InterContinental New York Barclay in their success with the growing trend. Traveling apiculturist Zainal Khan will commute between Boston and New York to oversee the hive while training Chef Andrew Rubin in its day-to-day maintenance. Working with Zainal, InterContinental New York Times Square plans to introduce **an additional 4 hives to the roof by Summer 2013**. With the first harvest set for July 2012, the hotel's **Ça Va Brasserie** will unveil brand new dishes and cocktails infused with honey from the roof while the hotel has plans to bottle the nectar for unique gifts and amenities.

The new beehive is just one of many green initiatives put in place by the hotel whose sustainable business practices are currently pending LEED-certification. Since its construction the property has maintained a commitment to the environment in several ways including, but not limited to, the use of energy efficient lighting, water conservation, and recycling programs throughout the property. The green rooftops, located on the 2nd and 7th floors, will also be cultivated to include not only the growing apiary but a fully-functioning herb garden providing fresh ingredients to Ça Va.

InterContinental New York Times Square offers a superb location on 44th Street in the heart of the **Broadway Theater District**, and a short stroll from Fifth Avenue shopping and world-class museums, making it an ideal location from which to explore the city. Opened in July 2010, the **Times Square hotel** features 36 stories with more than 600 rooms; Ça Va, a Todd English restaurant; 10,000 square feet of flexible meeting and event space, including a 4,000-square foot Gotham Ballroom, and 10 smaller meeting rooms on one designated floor.

For reservations or additional information, please call 1-877-331-5888 or visit www.interconny.com .

###

Notes to Editors:

About InterContinental Hotels & Resorts

InterContinental Hotels & Resorts has 171 hotels, located in more than 60 countries with local insight that comes from over 60 years of experience. At InterContinental we believe that superior, understated service and outstanding facilities are important, but what makes us truly different, is the genuine interest we show in our guests. Our desire is to help guests make the most of their time. We connect our well-travelled guests to what's special about a destination, by sharing our knowledge so they enjoy authentic experiences that will enrich their lives and broaden their outlook. For more information, visit www.intercontinental.com.

About IHG

IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is a global company operating seven hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®. IHG also manages Priority Club® Rewards, the world's first and largest hotel loyalty programme with almost 60 million members worldwide.

IHG is the world's largest hotel group by number of rooms and franchises, leases, manages or owns over 4,400 hotels and more than 656,000 guest rooms in 100 countries and territories, and has more than 1,100 hotels in its development pipeline.

IHG expects to recruit around 160,000 people worldwide over the next few years and is committed to gender balance throughout its business. We aspire to continue retaining a minimum of 25% female representation on the Board.

InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.

Visit www.ihg.com for hotel information and reservations and www.priorityclub.com for more on Priority Club Rewards. For our latest news, visit www.ihg.com/media, [www.twitter.com/ihgplc](https://twitter.com/ihgplc) or www.youtube.com/ihgplc.

Media Contacts:

Caroline Sanfilippo
InterContinental® Hotels & Resorts
caroline.sanfilippo@ihg.com
770-604-2495

Media Contacts:

Stephanie Borris /Jordanna Gualteiri
The Brandman Agency
stephanie@brandmanpr.com / jordanna@brandmanpr.com
212-683-2442