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HYATT REGENCY JERSEY CITY WELCOMES 32,000 NEW GUESTS

Hotel assists in state pollination initiative

JERSEY CITY, NJ (APRIL 30, 2011) - Hyatt Regency Jersey City welcomed its largest check-in to date. Working in conjunction with Hilltop Honey located in North Caldwell, NJ, Hyatt Regency Jersey City installed two honeybee hives with approximately 32,000 resident bees per hive. The bees are perched on the hotel's 5th floor rooftop suite complete with views of World Trade Center development, and will assist in a statewide agricultural initiative to increase pollination.

The Mayor of Jersey City, the State of New Jersey Apiarist, and the State Secretary of Agriculture will be present on April 30th for the official bee launch. This event helps kick off Project 365, Jersey City's Green Week beginning on May 1st. The City will feature different events each day of the week, which highlights and promotes green and sustainable living throughout the year, not only on Earth Day.

"We have received an outpouring of interest in this project and we are very excited to be part of this state agricultural initiative," said Terry Dunbar, Hyatt Regency Jersey City's General Manager. "The bees will not interfere with the guest experience and they will eventually produce honey. When the honey is harvested, the hotel will offer samples to guests and incorporate it into our menus at our signature restaurant, Vu," continued Dunbar.

(more)

Honeybees, the New Jersey state insect, will assist in pollinating a wide area around the hotel, which includes nearby farmlands. The successes of many state produced crops are dependent on honeybee pollination, including apples, cranberries, cantaloupe, watermelon and blueberries, the state fruit.

“Our partnership with Hilltop Honey is an extension of Hyatt’s corporate responsibility platform, Hyatt Thrive, where our goal is to help make our communities places where our associates are proud to work, our guests want to visit and our neighbors want to live,” said Hyatt Regency Jersey City Executive Chef, Cathy Kearney. “With this pollination project, we hope to make a make a difference in the lives we touch every day,” Kearney continued.

For more information and reservations visit www.jerseycity.hyatt.com or follow us on Facebook at www.facebook.com/HyattRegencyJerseyCity

About Hyatt Regency Jersey City

All 351 of Hyatt Regency Jersey City guestrooms offer waterfront views. All guestrooms feature Hyatt’s signature Grand Beds™, 32-inch flat screen televisions with digital video-on-demand, premium cable, iHome docking stations, large workstations, and high-speed wired and wireless internet access. Vu Restaurant and Lounge offer incomparable views of the Hudson waterfront and Manhattan skyline.

About Hilltop Honey

Joe Lelinho, founder of Hilltop Honey has been keeping honeybees since the summer of 1996 and harvested his first crop of honey in 1997. He presently operates over 50 colonies of Honeybees in Commercial and Residential colonies spread over The Caldwell's, Glen Ridge, Montclair, Livingston, Roseland, Fairfield, Little Falls, Essex County Environmental Center and, in the summer, South Kearny & Chatsworth (Blueberry's). Joe mentors new beekeepers and has helped many of them grow their hobby into a profitable business.

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