



MEDIA ADVISORY

Contact: Paula MacDonald
McKibbon Hotel Management PR
813.472.7390 (o) | 813.545.1009 (c)
paula@mckibbonhotels.com

ALOFT DOWNTOWN TALLAHASSEE HOTEL TO HONOR FALLEN WORLD WAR II SOLDIER WITH PLAQUE

WHAT: The Aloft Downtown Tallahassee hotel will conduct a plaque installation ceremony to honor 2nd Lt. Edwin Screven Frierson, U.S. Army Air Force, on April 17, 2010, the anniversary of Lt. Frierson's birth. The young soldier was last seen by his family at the historic Floridan Hotel before being lost in the Battle for Italy in World War II on November 21, 1944. Frierson's family will be in attendance to share memories of their loved one through family journals written by the soldier's father.

WHO: This event will include the family of Lt. Frierson, some of whom are local residents and others from out-of-town. **Screven Watson**, Lt. Frierson's nephew and a Tallahassee resident, will attend, along with **Martha Frierson Ellis**, the soldier's baby sister, who was five years old at the time of her brother's passing. **Mayor John Marks** will make comments on behalf of the City of Tallahassee. Also assisting with the ceremony will be hotel **General Manager Marc Greenberg**, the **Leon High School MCJROTC Color Guard**, and **Pastor Clarke Campbell-Evans** of St. Paul United Methodist Church.

WHEN AND WHERE: **Saturday, April 17, 2010 at 10:30 a.m.** at the front entrance of the Aloft Tallahassee Downtown, located at **200 North Monroe Street**.

WHY: Located on the site of the historic Floridan Hotel, Lt. Frierson's family had originally placed a memorial tree and plaque at the location through the City of Tallahassee Friends of the Parks. With the construction of the new Aloft Hotel, this memorial needed to be relocated. McKibbon Hotel Management has been honored to work with the soldier's family to develop an appropriate memorial to be located outside the hotel, honoring this young hero and serving as a reminder of many goodbyes that have occurred at this historic site.

ABOUT MCKIBBON HOTEL GROUP/MCKIBBON HOTEL MANAGEMENT:

McKibbon Hotel Group, Inc., based in Gainesville, Georgia, is a privately-owned, award-winning enterprise that has grown into a premier real estate developer and owner of nationally franchised hotel brands for Marriott, Hilton and Starwood Hotels. McKibbon is proud to be a recognized leader for over 83 years in the hospitality industry, and McKibbon Hotel Management, Inc., based in Tampa, Florida, currently operates over 60 mid and upscale brands in 8 states throughout the Southeast. The company has a rich history and culture that promotes a family oriented environment, while holding true to its core values of honesty, integrity and loyalty. For more information, visit www.mckibbon.com.

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