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**FOR IMMEDIATE RELEASE**

**THIS SUMMER, IT PAYS TO BE “BOOK SMART” AT VALENCIA GROUP HOTELS**

**Fourth Annual Community Initiative Rewards Children’s Book Donations at Houston, San Antonio and San Jose Properties with Food & Beverage Vouchers for Participating Guests**

**HOUSTON, TX – May 31, 2011** – Kicking off its fourth season this summer, Houston-based [Valencia Group](#)'s annual Book Smart promotion has resulted in the donation of hundreds of children's print and audio books to libraries, hospitals and non-profit groups in communities served by [Hotel Valencia Riverwalk](#) in San Antonio, TX, [Hotel Valencia Santana Row](#) in San Jose, CA and [Hotel Sorella CITYCENTRE](#) in Houston.

Launching on June 1<sup>st</sup> and running through August 31<sup>st</sup>, 2011, the program toasts the support of overnight guests who donate a new print or audio book – appropriate for kids up to middle school age – with a voucher or credit for a complimentary adult beverage, including wine, beer or a cocktail. The offer is limited to one voucher or credit per visit and can be redeemed at acclaimed venues including Monnalisa and Bistro Bar at Hotel Sorella, Vbar at Hotel Valencia Riverwalk plus Vbar at Hotel Valencia Santana Row.

According to Roy Kretschmer, Executive Vice President of Operations for the Valencia Group, “It’s been exciting to see Book Smart grow each year. We feel this is a fun and easy way to involve guests, thank our frequent visitors and promote literacy while supporting key community organizations.”

*Hotel Valencia Riverwalk*

Hotel Valencia Riverwalk served as the pilot location for Book Smart and is partnering with the [San Antonio Public Library](#) for the fourth year in a row. For more than 100 years, the award-winning San Antonio Public Library has been a vital center for free learning, knowledge, communication, culture and enjoyment for all San Antonians. The San Antonio Public Library Foundation was created in 1983 to increase the awareness and use of the Library through financial support and programmatic efforts, thereby enhancing the community's appreciation and utilization of the library as a cultural and educational institution.

*Hotel Valencia Santana Row*

In its second year at Hotel Valencia Santana Row, the 2011 Book Smart promotion will benefit the [San José Public Library](#) and will coincide with the library's Summer Reading Celebration. San José Public Library system is the largest public library system between San Francisco and Los Angeles on the West Coast in California, serving a culturally diverse population of approximately 1,023,083 in the nation's 10th largest city. Recipient of the prestigious national Library of the Year award, SJPL is recognized across the country for its innovation and leadership in the field and is one of the busiest library systems nationwide, with an annual checkout rate of nearly 15 million items through 19 currently operating locations.

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*Hotel Sorella CITYCENTRE*

Also in its second year at Hotel Sorella, the 2011 Book Smart promotion will benefit [ESCAPE Family Resource Center](#). Founded in 1983 by Houston-area chapters of the National Exchange Club, the parenting education agency provides child abuse prevention programs and parenting classes to families looking to create safe, healthy and happy home lives. A privately supported nonprofit, ESCAPE does not receive direct funding allocations from the United Way or the government. A Presidential Award winner for Private Sector Initiatives, ESCAPE was recently honored with the Outstanding Community Partner Award from Harris County Department of Education Head Start.

**About Valencia Group**

Valencia Group, a Houston-based company, provides management, development, branding and repositioning services for full-service, independent hotels owned by Valencia as well as third-parties. As with Hotel Valencia Santana Row in San Jose, California, and Hotel Valencia Riverwalk in San Antonio, TX, most Valencia sponsored hotels are set in the cultural heart of each city. Valencia Group hotels fuse globally-inspired modern design with Mediterranean influences, becoming popular destinations for guests and visitors alike. Valencia Group continues to forge its position as a mixed-use anchor with projects where the right balance of residential, restaurant, retail and office coalesce to create full-spectrum accretive value in great urban settings. For more information, please visit [www.valenciagroup.com](http://www.valenciagroup.com).