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**W French Quarter Hits a Heave Wave with Pool Opening for Locals
and Summer Programming**

NEW ORLEANS – May 16, 2017 – [W New Orleans – French Quarter](#) is heating up its summer experience for guests and New Orleans residents with weekly and monthly programming as well as opening the pool to the public on Sundays. The events kick off Memorial Day weekend and run through Labor Day weekend.

From May 28 through September 3, the hotel is offering New Orleans residents the opportunity to lounge by their lush courtyard pool on Sundays. Passes are \$30 each with the money going towards a food and beverage credit at the pool. People can purchase passes online at [WET 2017 Pool Pass](#) and select a date or at the hotel's front desk.

Additionally, guests can amp up their hotel experience with our **summer Heat Wave package**. Guests will receive a Wonderful room they'll love; two oversized, lush W pool towels; two Sunset in the Courtyard cocktails; two SoBou sunglasses; complimentary parking and a coupon book for The Outlet Collection at Riverwalk with more than \$500 in savings. Anyone can book the package by calling 1 877 822 0000 and requesting rate plan LQPKG1 or online at www.wfrenchquarter.com/specialoffers.

W HAPPENINGS

Dive-In Movies: Throwback Thursdays

This free "Dive-In" movie night is a summer spin-off of old drive-in movies. Guests and locals can swim in the pool while watching throwbacks featuring Julia Roberts in honor of her milestone 50th birthday this year. Kicking off Thursday, June 15 with *Pretty Woman*, the movie nights continue July 13 with *Notting Hill* and August 17 with *My Best Friend's Wedding*. The pool opens at 6:30 p.m. with the movie starting when the sun sets. Themed cocktails, small bites and complimentary popcorn round out the movie experience. Space is first come, first serve. RSVP by emailing wnolarsvp@whotels.com.

WEEKLY PROGRAMMING – NEW AND ONGOING

Sunset Sessions featuring F'Rose cocktails

Amp up the weekend with SoBou's special frozen rose cocktails every Friday from 3 – 7PM in the courtyard. Live music accompanies the libations the first and last Fridays of each month.

Legs and Eggs Burlesque Brunch at SoBou

We're spicing up brunch with a side of burlesque. Legs and Eggs Burlesque Brunch features the world famous burlesque dancer, Bella Blue, and takes place every Sunday in SoBou from 11:30 a.m. – 1:30 p.m. Reservations are encouraged by calling (504) 552-4086.

Barpreneurs Power Lunch at SoBou

Every Friday at noon, SoBou hosts a power lunch for anyone interested in spending time with seasoned entrepreneurs. Barpreneurs takes place in the restaurant next to W French Quarter. For a list of upcoming guest entrepreneurs, visit [Barpreneurs Power Lunch](#).

Happier Hour at SoBou

It's happier hour every day from 3 – 6PM featuring select bites and drinks for \$3 - \$6.

For more information about these events and future events, visit www.wfrenchquarter.com/whappenings. To make a hotel reservation, visit www.wfrenchquarter.com or call (888) 627-8260. Become a fan on Facebook at www.facebook.com/WFrenchQuarter and follow on Twitter and Instagram @WFrenchQuarter.

About W New Orleans – French Quarter

W New Orleans – French Quarter offers a private oasis in a city full of life. With 97 guest rooms including four exclusive Studio Suites, the hotel is channeling rebellious energies in its modern design touching on the jazz and voodoo cultures of New Orleans. The property offers a charming outdoor courtyard, a WET deck surrounded by an intricate wrought-iron gate, FIT workout facility, 24-hour Whatever/Whenever service, a W Insider and SoBou, an award-winning spirited restaurant and bar South of Bourbon from the Commander's Family of Restaurants. Located in the city's more historic district, the hotel sits just steps away from some of New Orleans' most popular attractions, including historic Jackson Square, electrifying Bourbon Street and renowned Royal Street. For more information, please visit www.wfrenchquarter.com.

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