



THE BENJAMIN  
AN EXECUTIVE SUITE HOTEL

**Contact:**

Maria Andriano/Caroline Klein  
Redpoint Marketing PR, Inc.  
212.229.0119  
[andriano@redpointpr.com](mailto:andriano@redpointpr.com)  
[klein@redpointpr.com](mailto:klein@redpointpr.com)

**THE BENJAMIN INTRODUCES NEW “DREAM DOG” PROGRAM**

*- America's First Luxury Sleep Hotel Promises the Ultimate in Pet Rest -*

NEW YORK – The Benjamin hotel, home of the custom-designed Benjamin Bed, a twelve-choice pillow menu, and America's first Sleep Concierge, now ensures that pets will benefit from the same level of luxurious sleep amenities their owners have long enjoyed. The Benjamin's new “Dream Dog” program offers everything a pampered pet may need to enjoy their travels in high style, from grooming services to a lush bathrobe to a consultation with a pet psychic. At the end of a long day, pets can happily doze off to doggy dreamland on one of the three specially-designed dog beds available through The Benjamin's new dog bed menu.

“We take sleep very seriously at The Benjamin, not only for our guests, but also for their faithful companions” states John Moser, chief marketing officer for The Benjamin and Affinia Hotels. “We strive to truly pamper our guests' pets by providing a variety of options to make their nights and naps cozy and comfortable.”

“Dogs can be just like their owners when it comes to sleep— once they've found a favorite place to sleep, nothing else will do,” states Anya Orlanska, The Benjamin's Sleep Concierge. “We offer a selection of beds so pet owners can choose the one that best resembles what their pet sleeps on at home—and hopefully, even better.”

Upon check-in, guests can request dog beds from the following three menu options:

**Sofa Bed (For Small Dogs)**

The Sofa Bed features a removable tufted cushion that doubles as a crate or travel mat. Its innovative design pairs “memory” fiberfill and orthopaedic foam for comfort and support. Two oversized bolsters surround the dog around the back and sides.

### **Orthopaedic Bed (For Medium-Sized Dogs)**

This bed is designed to provide the ultimate in comfort and orthopaedic support- the ideal blend for a perfect night's sleep. Made with thick Orthocare™ foam, a plush fleece top with durable sides and a waterproof liner.

### **Luxe Bed (Sizes for Small, Medium, and Large Dogs Available)**

This ultra-plump, overstuffed round bed completely surrounds Fido in down-like fiberfill. Deep and cushiony, with soft rhino suede and luxe gold braid, this bed will make dogs feel safe and secure, even when far from home.

The Benjamin is truly a pet friendly property, offering this luxurious program to all pet owners booking at any rate, during any time period. Whether travelling for business or pleasure, guests can now have their favorite companion at their side. In addition to the selection of dog beds, all pets who check in to The Benjamin under the “Dream Dog” program receive:

- Ceramic food and water bowls resting in a wrought-iron stand with a chenille embroidered placemat for use during their stay
- A plush Dream Dog bathrobe for use during their stay
- A complimentary toy and treats
- Extra sheets for added coziness
- Room service options for furry friends, including ScooterFood™—homemade Canine Cuisine with all natural, human-quality fresh foods such as salmon, tofu, or chicken with vegetables.
- Sidewalk bags
- Use of a doggie DVD, “Dog-On Television” to keep them occupied while alone in the room
- A welcome note from the General Manager, along with information about pet resources in the area including dog walking, grooming, daycare and boarding, training, pet products, pet taxi services, pet psychic services, pet event planners, gourmet pet cakes and cookies for special occasions
- Access to useful pet travel tips from a copy of Dr. Karen “Doc” Halligan’s book “What Every Pet Owner Should Know” for use during stay

Pet owners can also splurge by purchasing a spa gift basket (\$40) from the Cane and Able Dog Spa Collection™ to truly indulge their four-legged friend. Each basket includes Every

Dog Has His Day Spa® shampoo, Between Baths Spritz to freshen the dog, and Soap-on-a-Rope, all lavender scented, along with a bathing sponge and rubber duck.

The Benjamin, located at in the heart of midtown Manhattan at the corner of Lexington Avenue and 50th Street, provides an experience of true luxury and supreme comfort in an intimate, boutique-style setting. Classically elegant accommodations, world-class amenities, premier technology and seamless, superlative service are the hallmarks of The Benjamin. Known for its comprehensive sleep program, The Benjamin features the industry's first and only Sleep Concierge, a 12-choice pillow menu and custom Benjamin Bed. The Benjamin brand is operated by DHG (Denihan Hospitality Group), a privately-owned company with more than 40 years of hospitality management expertise. The Benjamin is a proud member of a worldwide alliance of hotels including Joie De Vivre in the United States, Thistle Hotels in the United Kingdom, Rotana Hotels in the Middle East and First Hotels in Scandinavia. For more information, visit [www.thebenjamin.com](http://www.thebenjamin.com) or call 1-888-4-BENJAMIN.

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