



## **MEDIA RELEASE**

13th December 2007

### **THE "SMART SHOUT" IS ON COOGEE BAY HOTEL**

As part of Coogee Bay Hotel's ongoing Community Service Program, the Coogee Bay has teamed up with one of Australia's largest liquor suppliers, Diageo, to ensure that patrons and party goers are "watered down" and refreshed during the peak Xmas / New Year period.

From 21<sup>st</sup> Dec till 1<sup>st</sup> Jan, Coogee Bay Hotel will be hosting Summer Series - 10 nights of bands, parties and entertainment in Selina's Nightclub. At 11pm and 1am every night, hundreds of FREE Mount Franklin water bottles will appear on the bar for patrons to consume at their will.

Coogee Bay Hotel Marketing & Communications Manager Gil Avenaim said " SMART SHOUT is a fantastic idea and we thank Diageo for contributing to making sure our customers over that Xmas / New Year period are looked after with FREE water during the night"

The hotel has also introduced a "designated driver program" offering wristbands to identify drivers who in turn will receive free soft drinks and water during the night.

Coogee Bay Hotel recently won the 2007 AHA Outstanding Community Service & Achievement Award and programs such as SMART SHOUT, the Pumpkin Bus, FREE fitness sessions on Saturday morning, tight monitoring of RSA laws, designated driver wristbands, and monitoring noise levels when patrons leave the Hotel, have all contributed to raising local community awareness and ensuring a safe and fun environment for all during end of year festivities..

For further information on any of Coogee Bay Hotel's Community Service Programs please contact Gil Avenaim Marketing & Communications Manager Coogee Bay Hotel on 02 9665 0000 or email [gavenaim@coogeebayhotel.com.au](mailto:gavenaim@coogeebayhotel.com.au) .