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Spot #DIVVYRED For Chance to Win a Free Night at Hotel Felix *Hotel Felix and Divvy Team Up for an Eco-Friendly Social Media Contest*

CHICAGO (Aug. 12, 2013) – Hotel Felix (<http://www.hotelfelixchicago.com>) and Divvy (<http://divvybikes.com>) will join forces to give lucky fans a free night stay at Chicago’s first eco-chic boutique hotel. Divvy’s bikes are painted a standard “Chicago Blue” designed to match the city flag. But now Divvy has released a single red Divvy bike into their citywide system. Chicagoans are encouraged to spot the bike and post on Divvy and Hotel Felix’ Facebook and Twitter pages using the hashtag #DIVVYRED for a chance to win one of five free night stays at Hotel Felix. Hotel Felix will give away a free night stay to five people who post #DIVVYRED photos from Aug. 19-23 selected by Divvy.

This eco-friendly partnership is only natural for two of Chicago’s green pioneers. Divvy is Chicago’s citywide bike-sharing system and Hotel Felix (111 W. Huron St.) is Chicago’s first eco-friendly and Leadership in Energy and Environmental Design™ (LEED) Silver certified hotel.

“We’re delighted to team up with Divvy and utilize social media to give away a free night stay,” said George Jordan, area general manager of Hotel Felix. “Divvy and Hotel Felix make an excellent team and share similar values; we are both eco-friendly and community oriented. This contest is a fun way to engage our fans and, as a bonus, reward some with a free room.”

To date, Divvy has over 1,200 bikes and over 140 stations across the city, with one station conveniently located at the intersection of Wells and Huron streets, one block from Hotel Felix. By the end of the summer, Divvy will have 300 stations and 3,000 bikes.

For more information and tips on where to spot the red colored bike, check out Hotel Felix’ blog, Happy Naturally (www.happynaturally.com), Facebook and Twitter at www.facebook.com/hotelfelix and www.twitter.com/hotelfelix.

More about Hotel Felix

As Chicago's first hotel designed to meet LEED Silver certification, Hotel Felix (111 W. Huron) delivers an enriching experience that not only benefits the guests, but the environment as well. Hotel Felix opened in April 2009 after an extensive redevelopment of a 1926 building using organic materials and renewable resources. The 225-room boutique hotel is conveniently located just steps from the Magnificent Mile and The Loop, surrounded by many of Chicago's renowned attractions, popular restaurants, bars and world-class entertainment.

For more information and reservations, please visit www.hotelfelixchicago.com or call 312-447-3440 or toll-free 877-848-4040. To learn more about the latest happenings at Hotel Felix, please visit their blog, Happy Naturally (www.happynaturally.com) and join them on Facebook and Twitter at www.facebook.com/hotelfelix and www.twitter.com/hotelfelix.

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Journalists' Notes: To learn more about Hotel Felix please contact Molly Lynch at 773-505-9719 or via email at molly@lynchgrouponline.com.