

For Immediate Release
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Max Adler to Visit Bethesda as Part of The Golf Digest Road Trip to Celebrate Golf Digest's 60th Anniversary

Bethesda Doubletree Hosts Golf Digest Editor for a "Challenge Max" Fundraising Event

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Bethesda, MD – Doubletree Hotels, a member of the Hilton Worldwide portfolio of brands, has hosted Adler on his tour with accommodations at key locations across the U.S. The [Doubletree Hotel Bethesda](#), the location of Mr. Adler's Washington, DC tour stop, will be hosting a golf-themed charity event called "Challenge Max" during his visit on June 2nd.

Featuring prizes, food and drink, and an opportunity to "Challenge Max", attendees of this fundraiser will have an opportunity to win exciting trips and prizes if they drive farther, putt straighter and score lower than Mr. Adler.

Adler will regale guests at the event with his fun and witty tales about the folks he's met, the stories he's heard and the rare golf feats he's collected during his tour.

A \$5 donation includes entry and free hors d'oeuvres and attendees can donate \$1 per game to challenge Max. Donations and proceeds from "Challenge Max" games directly benefit the Yellow Ribbon Fund, a non-profit organization dedicated to the caretakers of wounded soldiers, many of whom are rehabilitating at Walter Reed Hospital nearby. A cash bar will be provided.

The *Golf Digest* 2010 Road Trip, sponsored by Hilton HHonors® and other premier Golf Digest partners, focuses on the feats of amateurs as well as fascinating locations with ties to golf. More about Max's journey can be found at golfdigest.com/go/maxtrip.

Who: Golf enthusiasts, the general public, as well as members of the press are invited



What: Doubletree Hotel Bethesda's "Challenge Max" fundraising event featuring Golf Digest Associate Editor Max Adler.

When: June 2nd 2010; 5:00 to 7:30 pm

Where: Doubletree Hotel Bethesda, 8120 Wisconsin Avenue, Bethesda, MD 20814

Why: For the benefit of the Yellow Ribbon Fund, caring for the caregivers of war veterans

For more information about the event or to register call 301-664-7343 or online at www.doubletreebethesda.com.

ABOUT GOLF DIGEST

Golf Digest is part of Condé Nast and is the largest golf publication in the world. Condé Nast, a division of Advance Publications, operates in 24 countries and is the world leader in exceptional content creation. In the United States, Condé Nast publishes eighteen consumer magazines, two trade publications, and twenty-seven websites that garner international acclaim and unparalleled consumer engagement.

ABOUT DOUBLETREE

With a growing collection of contemporary, upscale accommodations in more than 220 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree hotels and resorts are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors® guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them. For more information on Doubletree, please visit www.doubletree.com.

ABOUT HILTON WORLDWIDE

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For more than 90 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and more than 590,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, please visit www.hiltonworldwide.com.

ABOUT THE YELLOW RIBBON FUND

The Yellow Ribbon Fund (<http://www.yellowribbonfund.org>) was created in 2005 to assist our injured service members and their families while they recuperate at the Walter Reed Army Medical Center and the National Naval Medical Center. In five years, contributions made through the Yellow Ribbon Fund have provided the following for injured service members and their families: over 1,100 free rental cars spanning 49,000 free rental car days; over 16,000 free taxi rides; over 7,300 free hotel room nights; and hundreds of free tickets to sporting games, concerts and plays, lunches, dinners, golf games, duck and goose hunts, fishing trips and other activities.

Photo Caption: Golf Digest Editor, Max Adler embarks on his cross country tour of The Golf Digest Road Trip celebrating Golf Digest's 60th Anniversary.

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