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**SUMMER OF ZANY & ACCLAIMED FESTIVALS IN SAN MIGUEL DE ALLENDE
IS CELEBRATED WITH SPECIAL RATES AT NEW HOTEL MATILDA**

*The “Crazy People” Festival, Mexico’s Leading Film Festival & Latin America’s
Top Chamber Music Festival Headline the Calendar of Events*

San Miguel de Allende, Mexico, May 12, 2011 – Music, dancing and costumes fill the streets virtually every month of the year in Mexico’s celebrated colonial jewel, San Miguel de Allende, but summer is when festival season reaches its exciting apex – with the wild and zany “The Day of the Crazy People,” Latin America’s top chamber music festival, and Mexico’s most famous film festival.

At recently opened **Hotel Matilda** (www.hotelmatilda.com), the cutting-edge boutique hotel is celebrating the summer festival season with special summer rates starting at \$266 that include breakfast for two.

At Hotel Matilda, guests are immersed in a lifestyle-focused experience combining personalized service, sophisticated amenities, innovative international dining, a vibrant gallery-like ambiance filled with striking contemporary art, and an award-winning spa that was recently named to Condé Nast Traveler’s 2011 “Spa Hot List.”

First up on the summer calendar, falling on June 19 this year, is “**El Día de los Locos**” (The Day of the Crazy People), a day-long carnival that starts early and roars into the late night. The highlights are a miles-long parade of elaborate costumes – of clowns, political figures, entertainers and more, with no two alike; colorful floats whose denizens throw handfuls of candy – half a ton in all – to the crowds of spectators; pulsating music with people dancing rhythmically through the streets, and fireworks throughout the day culminating in a grand fireworks show lighting up the evening. The partying continues after dark as revelers gyrate through the streets between the restaurants and bars.

The **International Film Festival**, known as the Expresión en Corto, runs from July 22nd through July 31st. This is Mexico’s largest competitive film festival and one of the most prestigious in Latin America. Filmmakers from throughout Mexico enter their films in this dynamic event where careers are launched and furthered. Events and screenings are held in both San Miguel de Allende and in the nearby state capital, Guanajuato. For more information go to:

http://www.awardswatch.fest21.com/en/image/guanajuato_intl_film_festival_expresion_en_corto_2011

San Miguel de Allende's annual **International Chamber Music Festival** is the heralded colonial destination's most prestigious event of the year, drawing music lovers from throughout the world. Mexico's largest chamber music festival and considered the top one in Latin America, this year's will be the 33rd annual festival. Taking place July 29th through August 14th, it will present internationally acclaimed chamber music ensembles performing in a variety of stunning venues, from a Benedictine Monastery to Baroque churches. For more information go to:

<http://www.festivalsanmiguel.com/>

To book a summer rate starting at \$266 including breakfast for two, call toll free 855-MATILDA (855-628-4532), or email info@hotelmotilda.com.

- **San Miguel de Allende:** Located in the central highlands of Mexico about 170 miles from Mexico City, San Miguel de Allende is a UNESCO World Heritage Site renowned for its spectacular Spanish colonial architecture and Old World ambience that remains virtually unchanged from centuries ago. In its "World's Best" awards for 2010, *Travel + Leisure* named San Miguel the #1 city in Latin America and the #4 city in the world.
- **Hotel Matilda:** The 32 luxuriously appointed rooms and suites feature artistic touches from Mexican calcutta marble floors and art by acclaimed Mexico City photographer Eduardo Zaylan to fine 400-thread-count linens. Most offer a balcony or terrace, while many boast panoramic views of San Miguel de Allende.
- **Restaurant Matilda:** The menu of contemporary international cuisine reinvents traditional American, Continental and Latin American cooking with its own innovative twists using the latest culinary trends. Guests may dine indoors or on the patio overlooking lush gardens of indigenous flora and the wall of water flowing down from the infinity pool.
- **Bar Matilda:** The lounge pours premium brands and specialty spirits by artisanal producers, and mixes classic and original cocktails employing the latest in mixology.
- **Spa Matilda:** The 4700-square-foot spa focuses on achieving total well-being through a collection of globally and locally inspired treatments and integrated personal care experiences customized to individual needs and preferences. Set in an intimate, tranquil garden environment, it has four treatment rooms including a couple's room; a spa suite with a steam shower and soaking tub; two patios; an indoor/outdoor Relaxation Lounge with a fireplace for pre- and post-treatment quiet time; and a fitness facility with cardio- and strength-training equipment.
- **Infinity Pool:** The infinity-edge swimming pool features a deck with lounge chairs and market umbrellas, food and beverage service, and a verdant garden ambience planted with species indigenous to the local area. The pool is anchored by a stunning water feature: water flows out of the pool down a large water wall into the spa garden.
- **Art Collection:** In a community renowned for its architecture, art schools and striking landscapes, Hotel Matilda takes this legacy a step further by exhibiting the works of noted contemporary artists. The hotel designed its ambience to have the feel and look of an art gallery, creating an ideal environment for displaying works in an array of media; most notable are the energetic and imaginative pieces, commissioned specifically for the hotel, by three emerging stars of the Mexican art world: Aldo Chaparro, Nacho Rodriguez Bach and Bosco Sodi. The art connection, moreover, gave the hotel its name: Hotel Matilda is eponymously named for the 1940's portrait of Matilda Stream by revered Mexican artist Diego Rivera.