



MEDIA CONTACT: Kelly Earnest
Director of Public Relations
901-529-4000
kelly.earnest@peabodymemphis.com

THE PEABODY MEMPHIS CELEBRATES MARCH WITH A PACKAGE THAT'S JUST DUCKY

Memphis, TN – February 5, 2015 – In honor of its resident mallards, the famed Peabody Marching Ducks, The Peabody Memphis hotel will offer a special package throughout the month of March. An 82-year tradition, the Peabody Ducks march twice-daily along a red carpet through the hotel's Grand Lobby so, naturally, The Peabody has dubbed the month: MARCH of the Ducks. The "March of the Ducks Package" starts at \$179, includes Peabody Duck Cookies and a personalized gift from the Peabody Duckmaster, and is available throughout the month of March.

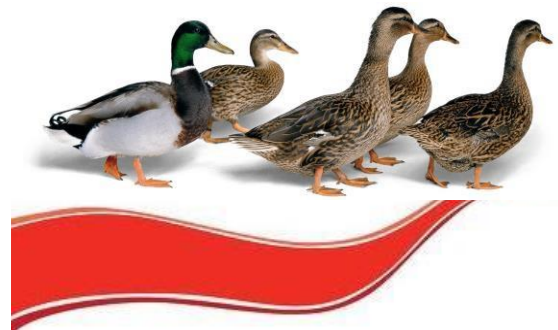
MARCH OF THE DUCKS PACKAGE

Includes one night's accommodations, plus:

- 2 Duck Cookies from Peabody Pastry Shop
- Personalized gift from the Peabody Duckmaster *
- \$30 Dining Credit *
- Downtown Parking in Peabody Parking Garage
- High Speed Internet Access

Rate: Starting at \$179

Available: March 1 – 31, 2015



For reservations, call 1-800-PEABODY or visit www.peabodymemphis.com. Packages are based on availability. Rates exclude tax.

** Duckmaster Gift: 2 Peabody rubber duckies and an autographed portrait of the Peabody Duckmaster.*

** Dining Credit for Chez Philippe, Capriccio Grill, or Room Service only. Not valid in bars or Peabody Deli & Desserts. Unused credit is non-refundable.*

Rates at The Peabody Memphis typically start at \$219 per night. The "March of the Ducks Package" represents a \$115 savings.

The Peabody Marching Ducks are five North American mallard ducks – one drake and four hens. In 1933, General Manager Frank Schutt returned from a hunting trip and mischievously placed his live duck decoys in the hotel's lobby fountain. A few years later, the hotel hired bellman Edward Pembroke, a

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former circus animal trainer, to train the ducks to walk to and from the fountain each day, and the tradition of the March of the Peabody Ducks was born. Every day at 11 a.m., a red carpet is unfurled, John Philip Sousa's *King Cotton March* plays, and the Duckmaster leads his flock down the elevator to the fountain at the center of the Grand Lobby. The ducks remain in the lobby until 5 p.m., when the ceremony is reversed and the ducks retire to their rooftop penthouse for the evening.

Opened in 1869, The Peabody is a Memphis landmark and is on the National Register of Historic Places. The luxurious downtown hotel is legendary for its charm, elegance, gracious hospitality, and continues to carry the distinction of the "South's Grand Hotel" today.

The Peabody Memphis is a Forbes Four-Star, AAA Four-Diamond property of Peabody Hotels & Resorts, Memphis, Tennessee, and is a member of Preferred Hotels & Resorts and Historic Hotels of America.

