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WEST HOLLYWOOD PLAYS A LEADING ROLE IN 2010 OSCAR CELEBRATIONS

WEST HOLLYWOOD, Calif. – March 9, 2010 – The red carpets have been rolled up, but West Hollywood is still basking in the afterglow of award season’s most exciting night. Here is a rundown of the major parties and events that took place in West Hollywood surrounding the 2010 Oscars.

Vanity Fair Party at Sunset Tower

The most talked about party of Oscar night is thrown by Vanity Fair, and once again it was held at the glamorous **Sunset Tower** hotel on The Sunset Strip in West Hollywood. This ultra-exclusive soiree attracted Hollywood’s biggest stars, including Kathryn Bigelow, Sandra Bullock, Christoph Waltz, Jeff Bridges, Gabourey Sidibe, Meryl Streep, Carey Mulligan, Maggie Gyllenhaal, Steve Martin, Alec Baldwin, Neil Patrick Harris, Taylor Lautner, Zac Efron, Jane Fonda and Tom Ford.

Elton John AIDS Foundation Party at Pacific Design Center

The largest fundraising event of the night was the Elton John AIDS Foundation Oscar Viewing Party, which took place at the landmark **Pacific Design Center** in West Hollywood. The event raised \$3.7 million for the fight against AIDS and drew a hip crowd of musicians and actors, including the Jonas Brothers, Jennifer Hudson, will.i.am, Sharon and Kelly Osbourne, Jamie Foxx, Stacey Dash, Betty White, Ryan Kwanten (True Blood), Cory Monteith (Glee), Lea Michele (Glee), Jason Mraz, Simon Cowell and Kara DioGuardi. Grace Jones performed during the party.

Oscar Parties and Pre-Opening Preview at Soho House West Hollywood

Soho House West Hollywood, the posh, members-only club with locations in London and New York, threw several pre-Oscar parties leading up to its official opening yesterday. On Thursday, March 4, the club drew an impressive array of A-listers, including Madonna, Elton John, Jennifer Lopez and Marc

Anthony, Quentin Tarantino, Natalie Portman, Maggie Gyllenhaal, Kellan Lutz, Dustin Hoffman, Matt Dillon, Rosanna Arquette and Edward Norton.

The night before the Oscars, The Weinstein Company hosted a charity cocktail reception benefiting UNICEF. In attendance were Cameron Diaz, Leonard DiCaprio, Ryan Gosling, Jake Gyllenhaal, Chris Tucker, Eli Roth, Woody Harrelson, Mira Sorvino, Marisa Tomei, Gwen Stefani and Gavin Rossdale, Russell Simmons and cast and crew from Oscar noms *Precious* and *Inglourious Basterds*.

Also “scene” in West Hollywood...

Leading up to the Oscars, Vanity Fair hosted an art auction and gifting suites at **Palihouse Holloway**, a rising star on the hotel scene. Iconic **Mondrian** was the location of the official post-Oscar party for the night’s big winner, *Hurt Locker*. Earlier in the week, Susan Sarandon paired up with the New York ping pong social club Spin NYC to host a pre-Oscar ping pong party at **Mondrian’s Skybar**. Attendees included Jamie Foxx, Justin Long, Pauly Shore and Topher Grace. **Andaz West Hollywood** was the location for parties for best-documentary nominee *The Cove* as well as best-picture nominee *Precious* in their top-floor Panorama Ballroom with breathtaking views of Los Angeles.

ABOUT THE WEST HOLLYWOOD MARKETING & VISITORS BUREAU

Located at the foot of the Hollywood Hills in the heart of Los Angeles and just 1.9 square miles in size, the city of West Hollywood rivals the world’s most exciting travel destinations. Visitors can spend their days shopping in the colorful design district, lounging at a rooftop hotel pool, or visiting one of the area’s cultural attractions. And when the sun goes down, West Hollywood really heats up with world-class dining experiences and the legendary nightspots of The Sunset Strip and Santa Monica Blvd.

The West Hollywood Marketing & Visitors Bureau is a 501(c) non-profit organization dedicated to marketing the City of West Hollywood as a “living forward” visitor destination to business and leisure travelers by promoting awareness of the city’s unique location, image, businesses and industries and by providing support for the city’s economic development efforts. For more information on West Hollywood’s cutting edge businesses or to plan the ultimate getaway, please visit www.visitwesthollywood.com.

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