

## Comedian Iliza Shlesinger shows how it's good not to be home in funny custom content series for Hyatt Regency and Comedy Central

**CHICAGO (November 9, 2015)** – Hyatt Gold Passport, home of the [Hyatt Regency](#) brand, and [Comedy Central](#) have created a new custom content series featuring comedian **Iliza Shlesinger** that demonstrates the humor in the many ways travelers make the most of being away from home. The collaboration is part of the largest-ever integrated global marketing campaign for the Hyatt Regency brand, "[It's Good Not to Be Home](#)," which launched last month and celebrates the simple human truths about traveling.

The three-episode series captures Shlesinger's travels ahead of the [New York Comedy Festival](#) (November 10 – 15), where Shlesinger will perform this Friday. As a comedian who is always on the road, Shlesinger brought her own experiences to the series, from the luxury of room service in bed to the delight of taking home toiletries. The first episode premieres today on Comedy Central, and additional digital shorts also will run across Hyatt Regency, Comedy Central and Viacom digital and social platforms. Snapchat users will find funny custom ads in Comedy Central's Snapchat Discover channel.

**The video series featuring Iliza Shlesinger can be found at [cc.com/passporttocomedy](http://cc.com/passporttocomedy).**

"At Hyatt, we are in the business of caring for people so they can be their best. Sometimes, that can be as simple as making them laugh. For Hyatt Regency hotels, tapping into the universal power of humor shows care for our guests in way that fits with our brand," said Sandra Cordova Micek, senior vice president of global brands, Hyatt. "We heard from guests that they enjoy the freedom to break from routine when they travel. We believe people will be able to see elements of their travel experiences in these episodes and are thrilled Comedy Central is helping us share the funny ways so many of us make it good not to be home."

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As part of the Hyatt Gold Passport sponsorship of the New York Comedy Festival, travelers and Hyatt Gold Passport members can enter the Passport to Comedy Sweepstakes through December 31 for the chance to win a VIP Daily Show experience, a trip to the New York Comedy Festival and more. Visit [cc.com/passporttocomedy](http://cc.com/passporttocomedy) to enter and for the official rules.

"Comedians are road warriors so teaming up with Hyatt Regency on the 'Good Not to Be Home' campaign was a natural fit," said Chris Ficarra, senior vice president of integrated marketing, Comedy Central. "Working with Iliza and her cute dog Blanche, we developed custom shareable funny content to engage fans on cc.com, on air and across Comedy Central's social-media platforms."

### #PassportToComedy Surprise Hotel Comedy

In addition, the Hyatt Regency brand will bring more laughs to guests' travels in a fun-filled "Passport to Comedy" program, held November 10 at participating Hyatt Regency hotels across the country. A cast of comedians – hilariously funny **Megan Gailey**, stand-up funnyman **Andrew Kennedy**, and actress and filmmaker **Negin Farsad** – will interact with guests to create funny "not at home" moments, from "man on the street"-style interviews to testing new stand up material in hotel elevators. The best "Passport to Comedy" moments, bloopers and jokes will be captured and shared on the Hyatt Regency brand's social channels, and travelers are encouraged to join in by sharing their own funny "not at home" moments with the hashtags

**#PassportToComedy** and **#AtHyattRegency**.

### About Hyatt Regency

The Hyatt Regency brand is part of Hyatt Gold Passport and guests can enjoy all the benefits as a member of the loyalty program. The Hyatt Regency brand prides itself on connecting travelers to who and what matters most to them. More than 150 conveniently located Hyatt Regency urban and resort locations in over 30 countries around the world serve as the go-to gathering space for every occasion – from efficient business meetings to memorable family vacations. The brand offers a one-stop experience that puts everything guests need right at their fingertips. Hyatt Regency hotels and resorts offer a full range of services and amenities, including notable culinary experiences; technology-enabled ways to collaborate; the space to work, engage or relax; and expert planners who can take care of every detail. For more information visit [www.hyattregency.com](http://www.hyattregency.com).

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

### About Comedy Central

Available on-air, online and on-the-go via the Comedy Central App, Comedy Central ([www.cc.com](http://www.cc.com)) is the #1 brand in comedy and is owned by, and is a registered trademark of, Comedy Partners, a wholly-owned unit of [Viacom](http://Viacom) Inc. (NASDAQ: VIA and

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