



July, 23 2010

## Hotels Are Going Mad for Mad Men's Fourth Season



Shut the door and have a seat. And fix us a drink while you're at it. Smoke? **Don Draper** returns to us once again on Sunday night when the fourth season of **Mad Men** premieres on AMC. And where there is a Don Draper, there is usually a forbidden tryst in a hotel room, which is why hotels *loooooove* Don Draper.

Here's a bunch of hotel events happening for the premiere as well as just general love for the series. We'll be keeping close watch on the Mad Men hotels this season and adding to this space here but if have any hotel-related Mad Men tips or news, [send 'em to us here](#).

### 1. **W Times Square: Mad Men Drinks at The Living Room Bar**

From 7 to 11pm this Sunday, guests and locals can pop into the hotel's Living Room bar for 60s-style cocktails named after Mad Men characters. Drinks are just \$10 and include The Draper (Old Fashioned); The Holloway (Tom Collins); The Campbell (Manhattan) and The Olsen (White Russian). A DJ will also be on hand spinning tunes from 1964. But you may want to scurry back to your rooms/apartments at 10pm when the show airs on AMC.

## 2. **The Charles Hotel: Premiere Party at the Noir Bar**

This hotel may be in Boston but it's got the Mad Men spirit all season long. A premiere party is being held in the hotel's **Noir Bar** on Sunday where they will serve themed drinks and hold a contest for "Best Dressed." The bar is also accepting taglines where the winning phrase will be used to promote their weekly Mad Men parties. The winner wins a stay in the hotel's suite with breakfast for two. Check out all the contest and party detes [here](#).



## 3. **The Carlton: "Mad About NYC" Package**

Back down on Madison Avenue, The Carlton is offering the ultimate Mad Men package that includes a standard full room at the hotel--just blocks away from Sterling Cooper's fictitious offices, a reservation at the 21 club for a 3-martini lunch or dinner, a coupon to Bloomie's, tickets to Manhattan's Museum of Modern Art and a take-away-a recipe book for Classic Cocktails. The package starts at \$179.99 per person, plus taxes. It's available through the end of the year and can be booked online at [www.carltonhotelnyc.com](http://www.carltonhotelnyc.com).