



FOR IMMEDIATE RELEASE

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Cleopatra's Palace to Give Downtown Hollywood Patrons the Royal Treatment

HOLLYWOOD, FL – August 27 2009 – South Florida newcomer Theresa Lawton, who introduced the hookah bar experience to the City of Melbourne, has brought her unique concept to Historic Downtown Hollywood.

Cleopatra's Palace, which opened early this month at 2032 Hollywood Boulevard, lives up to its name. Lawton has created an opulent ambiance with gold walls, floor pillows and servers in bellydancing costumes. Patrons are greeted by a doorman and two huge torch-bearing statues of Egyptian goddesses.

"It's a palace," Lawton said. "There's lots of gold and rich colors, cushions on the floor and a couple of VIP rooms. It's very, very exotic."

Cleopatra's Palace offers about 20 different hookah flavors, including interesting mixes and wine-flavored hookah, as well as beer, wine and champagne. The selection of 24 percent wine-based spirits includes the signature "Pink Cleo," a frozen concoction of wine and fruit juices.

For entertainment, Cleopatra's Palace has a house DJ and bellydancing contests with prizes, and hosts singles and ladies nights, VIP nights and retro-theme nights. "It's fun," Lawton said. "I can't wait to bring this to the people."

Lawton owned and operated the first hookah bar in Melbourne before relocating to South Florida a few weeks ago. She first fell in love with Downtown Hollywood while visiting a friend and has been "coming back and forth here" ever since.

"I love the atmosphere. I love the culture. It has a very European, very Middle Eastern touch," said Lawton, who was born in Egypt and is also part Greek and Italian. "I think Downtown Hollywood is a great place."

Lawton is excited about introducing her concept to a new audience in Downtown Hollywood and sharing her passion for her business with her son Carl Pypers, who manages Cleopatra's Palace.

"This is what I love to do," Lawton said. "I love for people to have a good time and enjoy life."

Cleopatra's Palace is open from 11a.m. to 2a.m. daily. For additional information, call 954-926-5995.

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit www.downtownhollywood.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.