

MULTICHANNEL

## Four Seasons Boston embarks on quest for “knight in shining armor”

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*Promotional image for #BostonRomanceMan*

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By STAFF REPORTS

Four Seasons Hotel Boston is beginning a citywide search for the man who most embodies romance.

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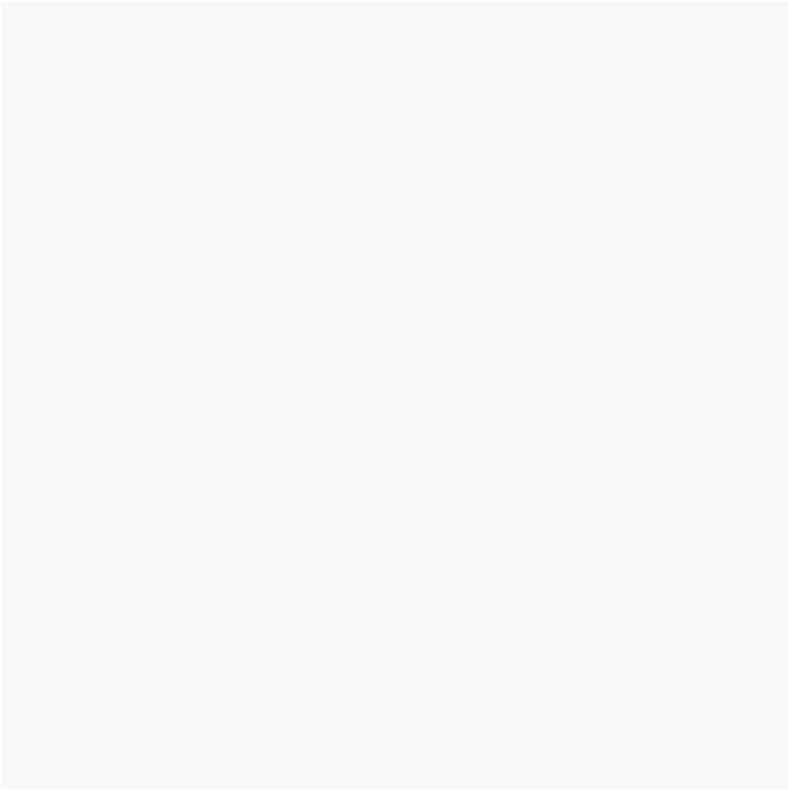
**Luxury Daily**

The hotel has given its Instagram followers a mission to nominate a special guy from the Greater Boston Area who they believe most personifies romance, sharing a photo of him on the social network with the hashtag #BostonRomanceMan. Four Seasons Boston launched the initiative exactly a month before Valentine’s Day, associating its brand with romance leading up to the holiday.

### Casting call

For Four Seasons’ contest, consumers who follow the hotel’s account can nominate any man from the Boston area who is at least 21. Men of all types of relationship statuses, including single, married and dating, are eligible for the grand prize.

Along with the photo, entrants are told to include a caption of up to 250 words explaining why the man is Boston’s most romantic.



Announcing our quest to find the Most Romantic Man in Boston. Help us find #BostonRomanceMan - click the link in our bio to nominate!

A photo posted by Four Seasons Hotel Boston (@fsb...)

A panel of local celebrities will decide who best represents romance, with the winner receiving a Valentine's weekend prize package. The judges include Shayna Seymour, reporter and anchor at WCVB; MIX 104.1 FM's Kennedy Elsey, co-host of Karson & Kennedy; and Ashlee Feldmen, who appeared on MTV's "The Real World" and who now co-hosts The Jam'n Morning Show on 94.5 FM.

The prize package includes a two-night stay at Four Seasons Boston as part of the property's My Suite Valentine offer. This includes rose petal turndown service and suite accommodations.

Boston's most romantic man will also be treated to a dinner for two at Bristol Restaurant and Bar. To help him prep for this date, he will go on a personal shopping experience at Neiman Marcus Copley Place, complete with a complimentary outfit, and a VIP gentleman's haircut at Pini Swissa Salon.

The pair will also see Broadway In Boston's production of "Pippin" at the Boston Opera House on Feb. 14. Other perks include a full-body massage courtesy of Bella Sante and a month pass to Equinox.

Nominations, which can be made by any U.S. residents, including a romantic man himself, close Jan. 28.

Other Four Seasons properties are spurring Valentine's Day bookings with special experiences.

Four Seasons Denver is tapping into James Bond's popularity for its Valentine's Day promotions, because, well, "you live only twice."

From sharp suits to fast cars and equally flashy watches, the British spy, who has been raking in cash at the box-office for more than 50 years, has become something of a style icon for young males across the globe ([see story](#)). Proving to be an inexhaustible branding partner, Four Seasons is inviting "smitten sweethearts" to Denver to partake in 007-themed packages with elements that include spa treatments and exclusive speciality cocktails ([see story](#)).

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