

The Hyatt Regency brand teams up with spoken word artist Tarriona “Tank” Ball to debut a film inspired by the brand’s rich history of fostering connections

CHICAGO (August 16, 2017) – Today, the [Hyatt Regency](#) brand celebrates its 50th anniversary with the launch of a new film titled, “Come Together.” The film celebrates bringing groups together to build community and share unique ideas, which is exactly what the Hyatt Regency brand has done over the past 50 years. The “Come Together” film is an extension of the recently launched [World of Hyatt](#) platform, which is built on a simple belief that a little understanding goes a long way and further underscores the incredible things that happen when groups come together.

Featuring spoken word artist Tarriona “Tank” Ball and directed by award-winning director Simon Benjamin, the “Come Together” film is inspired by the Hyatt Regency brand’s rich history – in 1967, Hyatt Regency Atlanta was among the first hotels in the city to open its doors to civil rights leaders. Through her poetic spoken word style, Ball tells the Hyatt Regency brand’s story of understanding with grace and care, while encouraging people to come together to share their ideas and perspectives.

“Understanding and the power of collaboration have been part of our DNA for years and there are few brands that can speak to it as authentically as Hyatt Regency,” said Maryam Banikarim, global chief marketing officer for Hyatt. “We continue to be inspired by the events that happened at Hyatt Regency Atlanta 50 years ago and are very proud to create a film that celebrates when groups of people come together to foster understanding.”

“Sharing stories that inspire people to better understand each other is what my art is all about. Naturally, I was very excited to work with the Hyatt Regency brand on this project,” said Ball, winner of the 2017 NPR Tiny Desk Contest. “When we come together and allow our commonalities to supersede our differences, amazing things can happen.”

“It’s incredibly inspiring to learn how a brand has impacted history in a positive way,” said Dave Weist, executive creative director for MullenLowe. “The events that took place at Hyatt Regency Atlanta 50 years were brave, and today we have the opportunity to retell the story in a poignant and modern way through Tank’s powerful spoken word piece. Most importantly, it captures the essence of World of Hyatt and its mission to foster a world of understanding and inclusion.”

The “Come Together” film debuted today through a digital collaboration with *The Atlantic*. In addition to hosting the film, *The Atlantic* will also feature exclusive interviews with Ball and Xernona Clayton, a civil rights leader who was in attendance at the 11th annual session of the Southern Christian Leadership Conference at Hyatt Regency Atlanta 50 years ago. The film can be viewed at hyatt.com/understanding and will be amplified through [Facebook](#) and [Instagram](#).

About Hyatt Regency

The Hyatt Regency brand prides itself on connecting travelers to who and what matters most to them. More than 175 conveniently located Hyatt Regency urban and resort locations 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 the space to work, engage or relax; notable culinary experiences; technology-enabled ways to collaborate; and expert event planners who can take care of every detail. For more information, please visit hyattregency.com. Follow @HyattRegency on [Facebook](#), [Twitter](#) and [Instagram](#), and tag photos with #AtHyattRegency.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 13 premier brands. As of June 30, 2017 the Company's portfolio included 731 properties in 56 countries. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the **Park Hyatt®**, **Miraval®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Andaz®**, **Hyatt Centric®**, **The Unbound Collection by Hyatt™**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Ziva™**, **Hyatt Zilara™** and **Hyatt Residence Club®** brand names and have locations on six continents. For more information, please visit www.hyatt.com.


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