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**FOR IMMEDIATE RELEASE**

## **DAVID SWIFT OF SHERATON DALLAS HOTEL APPOINTED TO TITAS BOARD OF DIRECTORS**

**DALLAS – September 7, 2010** – The Sheraton Dallas Hotel today announced that **David Swift**, director of sales and marketing, has been appointed to the board of directors for TITAS, which provides the North Texas an opportunity to experience the best of American and international music, dance, and performance art through a variety of presentations and educational outreach activities. Swift was officially named at the recent TITAS board meeting and will serve in his role during the upcoming year.

“We are thrilled to add David Swift to our board and to have the Sheraton Dallas Hotel as our official hotel partner,” said Executive Director Charles Santos. “For more than 28 years, TITAS has consistently brought an eclectic mix of the world’s greatest musicians and dancers to North Texas audiences. At our new home in the Margot and Bill Winspear Opera House at the Dallas Center for the Performing Arts, a neighbor to the Sheraton Dallas, we are confident this season promises to be one of the most exciting in TITAS’ history.”

David Swift joined the Sheraton Dallas Hotel in February 2008 with more than 16 years of senior leadership experience in the hospitality industry, 15 of those years have been with Starwood Hotels & Resorts Worldwide properties. As director of sales and marketing, Swift is responsible for overseeing all direct sales, revenue management and marketing functions. Prior to joining the Sheraton Dallas team, he served as director of sales and marketing with several of Starwood’s San Antonio properties, including the Westin La Cantera Resort and the Westin Riverwalk. Before working with Starwood, Swift served with Marriott Hotels and Resorts at the Marco Island Resort & Golf Club in Marco Island, Fla., and the Austin Marriott at the Capitol. He holds a bachelor’s degree in political science from the College of Wooster in Wooster, Ohio.

### **About TITAS**

TITAS was founded in 1982 to provide North Texas communities with the opportunity to experience the best of American and international music, dance, and performance art through a variety of presentations and educational outreach activities. TITAS is celebrating its 28th season and has been under the leadership of Charles Santos since 2001. Throughout its 28-year history, TITAS has continued to achieve its mission statement, expand its audience base and build new coalitions to develop artistic collaborations that foster a greater sense of community, as well as work to enhance the North Texas cultural landscape. TITAS continues to provide these opportunities to experience great art through performances, cultural exchange and arts educational outreach programs. The organization is nationally and internationally recognized as an innovator and is celebrated for providing artistic excellence, breaking boundaries, and serving as a catalyst for cultural collaborations within the arts. For more information, visit [www.titas.org](http://www.titas.org).

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**About the Sheraton Dallas Hotel**

The Sheraton Dallas Hotel is a spirited urban destination that helps guests stay connected with the world. Only steps away from the city's vibrant arts and business districts, and adjacent to the DART rail line, guests of the Sheraton Dallas can experience the culture, sports centers, entertainment, shopping and dining options that have made Dallas a world-renowned destination. Featuring 1,840 guest rooms and over 230,000 square feet of meeting and event space, the hotel combines form, function and style to host a video conference for 10 or a gala for 5,000. In addition, the hotel's combination of engaging service and a fresh, inviting atmosphere allows guests who are traveling for business and pleasure to relax, take time to explore and celebrate time together.

For more information about the Sheraton Dallas, or to make a reservation, visit [www.sheratondallashotel.com](http://www.sheratondallashotel.com). From the U.S. and Canada, reservations for any Sheraton hotel worldwide can be made by calling 1-800-325-3535 or visiting [www.starwoodhotels.com/sheraton](http://www.starwoodhotels.com/sheraton).

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