

HURRAY FOR HOLLYWOOD!
HOLLYWOOD MUSEUM at the MAX FACTOR BUILDING
THE GROVE and RODEO DRIVE



Suggested Tour Dates: **Tuesday, July 26, 2011** Pre-conference price: **\$70.00 per guest**
Suggested Tour Time: **9:00 AM – 5:00 PM** On-site price: **\$75.00 per guest**

Step inside the Hollywood Museum in the historic Max Factor Building and step back in time to the Golden Age of Hollywood. This is where cosmetics pioneer, Max Factor, made showbiz's beauty queens glamorous. Visit the private beauty salons where Marilyn Monroe became a blonde and Max Factor transformed Lucille Ball into a redhead!

The Hollywood Museum is the official museum of Hollywood and boasts four floors of breathtaking exhibits. Your self-guided tour takes you through Max Factor's restored make-up rooms, costumes worn by famous stars in famous films and Hollywood memorabilia ranging from the earliest Technicolor film ever shot, to the dog from "There's Something About Mary" to the gold Cadillac from "Dreamgirls". The lower level - what once was a bowling alley and speakeasy during Prohibition days - now houses "all things creepy and scary," like the same jail cell corridor that Jodie Foster walked in "Silence of the Lambs"

There is time to walk along Hollywood Boulevard's renowned "Walk of Fame," signified by superstars' names immortalized in brass stars along the sidewalk before traveling the short distance to The Grove and Farmers Market for lunch on your own. The "star treatment" isn't just a fantasy today, but your dazzling reality—when you experience the magic that is the Golden Age of Hollywood!

From the shops and boutiques along European themed streets at the Grove to the fresh fruit and vegetable stands that formed the foundations of the Farmers Market, there are specialty shops that offer everything from classic favorites to foreign delicacies.

Our final stop is in Beverly Hills, at one of the nation's most prestigious shopping addresses: Rodeo Drive. Known as the street where the stars love to shop, so keep your eyes open for famous faces on the sun-splashed, palm lined walkways.

Includes: Admission, transportation, tour guide, tax, gratuities, bottled water and coordination.

Suggested Itinerary:

9:00 AM	Depart Irvine
10:00 AM - 12:00 PM	Museum and Hollywood Boulevard
12:30 PM - 2:30 PM	The Grove and Farmers Market (lunch on own)
2:30 PM - 3:00 PM	Transfer to Rodeo Drive
3:00 PM - 3:30 PM	Rodeo Drive Shopping and Free Time
3:30 PM - 5:00 PM	Transfer to Irvine