

News Release

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FOR IMMEDIATE RELEASE

Map Your Adventure with the Hilton San Francisco Financial District

SAN FRANCISCO, January, 2010 – Located at the crossroads of **North Beach**, **Chinatown** and the **Financial District**, the hotel should strongly consider changing their name to Hilton San Francisco “Fun” District! This diverse area is just steps away from the city’s most popular attractions, fine international cuisine and premium shopping. To help you plan your adventure, the Hilton San Francisco Financial District created an online interactive [area map](#). Designed by locals, the map gives guests an insider’s view to the neighborhood’s unique San Francisco hot spots.

Located across Kearny Street at the historic foot of Gold-Rush era San Francisco, sits Portsmouth Square, also known as the "Heart of Chinatown". Neighbors gather here daily to practice morning Tai Chi and bond over friendly games of Chinese Chess. Experience a true taste of Chinatown and enjoy a savory dim sum meal followed up with a fortune cookie from the [Golden Gate Fortune Cookie Factory](#) on Ross Alley. Search the shops on Grant and Stockton Streets for authentic treasures to bring home your memories.

The corner of Kearny Street and Columbus Avenue marks the beginning of North Beach, named as one of ten "Great Neighborhoods in America". Anchored by [Café Zoetrope](#), Italian director Francis Ford Coppola's quaint European style eatery, Columbus Avenue runs directly through San Francisco's answer to **Little Italy**. Originally part of San Francisco's colorful [Barbary Coast](#), today North Beach is an animated mix of fine dining, lively nightclubs, boutique shops and historical landmarks.

Step outside our doors and witness past and present colliding. Neighboring Commercial and Montgomery Streets once formed the city's historic marketplace during gold-rush era San Francisco. Today, Montgomery Street, once known as "Wall Street of the West", will take you straight through the heart of San Francisco's bustling Financial District. Follow the yellow brick road through the city's picturesque skyline composed of unique high-rise buildings and home to several corporate headquarters, law firms, and financial institutions. Mix business with pleasure at the end of the road, and enjoy premium shopping and dining in [Union Square](#), [Embarcadero Center](#), the [Ferry Building](#) or [Westfield Mall](#).

Wherever your internal compass takes you, the Hilton San Francisco Financial District will place you in the heart of it all. With complimentary high-speed wireless internet, you'll always have access to the online map, and never feel out of touch. Plan your escape today!