

THE BENSON

PORTLAND

A COAST HOTEL®

NEWLY RENOVATED, THE BENSON HOTEL TO HOST ANNUAL GINGERBREAD MASTERPIECE ON DECEMBER 2

The historic Portland hotel's established holiday ritual begins with an unveiling of magnificent gingerbread display



(Caption L to R: The 2018 Gingerbread Masterpiece took on the theme of "Corvin Castle," celebrating one of the largest castles in Europe. Photos courtesy of The Benson, a Coast Hotel.)

WHAT: **The 2019 Gingerbread Masterpiece Unveiling**, hosted by The Benson Hotel

The 48-year holiday tradition continues as The Benson Hotel invites the public to the unveiling of this year's Gingerbread Masterpiece. The architectural feat promises only one hint to this year's theme: "an iconic red nose always knows the time."

"The Gingerbread Masterpiece is a tradition we're honored to bring back every holiday season. Chef Diffendorfer always creates such beautiful masterpieces," said George Schweitzer, Managing Director of The Benson. "This year, we're also excited to share the unveiling of our new Historic Stairwell that honors the history of our beloved city. We encourage all who come to visit both works of arts!"

WHERE: [The Benson Hotel](#)
309 Southwest Broadway
Portland, Oregon 97205
503-228-2000

WHEN: **Monday, December 2, 2019**
4:00 p.m. – 7:00 p.m.

DETAILS: The annual unveiling will take place at The Benson Hotel's grand lobby, surrounded by festive trimmings of more than 300 poinsettias and a magnificent 20-foot Douglas Fir Christmas tree. Attendees can enjoy delicious cookies, hot cider and live holiday

music as the anticipation builds to view this year's Gingerbread Masterpiece. The event is free and open to the public.

For 27 years, culinary artist Chef Diffendorfer has created massive, sprawling landscapes from Santa's North Pole to a historical replica of downtown Portland. This year's display required approximately 200 pounds of gingerbread and 30 pounds of white chocolate, 15 pounds of dark chocolate and 30 pounds of marzipan to create. Chef Diffendorfer began his career as The Benson Hotel's gingerbread creator 27 years ago. A graduate from the Western Culinary Institute, Chef Diffendorfer served as The Benson's pastry chef. He was a student of Industrial Design at the Art Institute of Portland, earned a degree in geography, and taught baking and pastry at the Institute for 8 years.

The masterpiece will be on display through December 26. Attendees are encouraged to donate new, unwrapped toys to [Children's Cancer Association](#), an organization founded in Portland that offers innovative programs that create joy for seriously ill children, teens and their families. The Benson is accepting gifts from November 29 through December 19. Due to the compromised immune systems of many of the children the Children's Cancer Association serves, they are unable to accept clothes, stuffed animals or other cloth toys. Arts & crafts, toys and gift cards make great gifts for the Chemo Pal toy closet that is accessed by the CA's Chemo Pal mentors year-round.

For more information on the 2019 Gingerbread Masterpiece and The Benson Hotel, please visit www.bensonhotel.com.

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ABOUT THE BENSON HOTEL

Established in 1913, the historic Benson Hotel combines European elegance and charm with modern luxuries. Located in the heart of downtown Portland near sightseeing, tax-free shopping, nightlife, performing arts and museums, The Benson features 287 guestrooms and suites with high-definition LCD televisions, high-speed wireless, alarm clocks with iPod/MP3 stations, organic bamboo robes and slippers, Sealy® Tempur-Pedic sleep-system beds and more. The property is also home to The Palm Court restaurant and bar, as well as more than 18,000 square feet of versatile meeting and event space. For more information, visit www.bensonhotel.com. If you would like to stay in touch, please like [The Benson Hotel](#) on Facebook or follow [@TheBensonHotel](#) on Twitter and Instagram.

ABOUT CHILDREN'S CANCER ASSOCIATION

Children's Cancer Association offers innovative programs that create joy for seriously ill children, teens and their families. The organization has grown to one of the largest children's health non-profits in the Northwest with annual revenue of over \$6 million, and award-winning programs that reach children in all 50 states.

MEDIA CONTACT

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