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**RENAISSANCE ALLENTOWN HOTEL OPENS IN DOWNTOWN ALLENTOWN**

***New Hotel Debuts Modern Experience Incorporating Historic Dime Bank Building and Direct Access to PPL Center***

**ALLENTOWN, PENNSYLVANIA – JANUARY 16, 2015** – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, and Renaissance Hotels today opened the Renaissance Allentown Hotel, the first full-service hotel to open in Allentown and Lehigh County in 35 years.

Located at 12 North Seventh Street, the Renaissance Allentown is attached to PPL Center arena and incorporates one of the city's most iconic structures, the historic Dime Bank building, as its lobby.

"Today we celebrate a major milestone in the rebirth of downtown Allentown. Every great city has a great hotel," said J.B. Reilly, president of City Center Investment Corporation, which owns the hotel. "Having a property like this with first-class space for meetings and banquets is essential to the downtown. It will bring regional and national activity to our city, serve as a significant amenity for our downtown businesses and further define this environment as an attractive place to locate new businesses."

The Renaissance Allentown features 170 full-service guest rooms, including 15 suites and one luxury suite. Each room is equipped with an iPad with an electronic guest-service directory. The hotel also offers 11,000 square feet of meeting space, including a 4,100-square-foot ballroom with a panoramic view of Center Square. The ballroom can hold up to 450 people, and four smaller meeting rooms can each seat up to 64 people. All of the meeting space is equipped with state-of-the-art technology.

The Renaissance Allentown also offers a world-class beverage and food program. Its upscale restaurant, The Dime, serves breakfast, lunch and dinner and features two private dining rooms for events. Several upcoming events have already been booked at the hotel, from state association conventions to weddings to fundraising galas.

Several features make the hotel uniquely Allentown's. The property is peppered with artwork by local artists and pays homage to Lehigh Valley businesses with Crayola artwork in the guest rooms and the grill of a Mack truck in the "R Lounge." The Renaissance Allentown also offers direct access to PPL Center through both the lobby and the 3rd floor, so guests can easily move to and from the hotel and The Dime to arena events. Navigator, Renaissance Hotel's lifestyle hospitality concierge service, offers onsite Ambassadors specially trained to bring Allentown to life in a meaningful way for hotel guests.

“Renaissance Hotels is known for embracing the spirit of each destination through design, service and amenities, making it a perfect fit for travelers visiting the vibrant city of Allentown,” said Toni Stoeckl, vice president for Renaissance Hotels. “We want to make it easier than ever before for guests and locals alike to discover the very best of this unique building, whether they’re looking to learn more about the hotel’s storied history, experience local culinary or mixology offerings or simply relax and enjoy.”

“Marriott’s Renaissance is a global lifestyle brand found in the world’s hippest cities. It’s a brand recognized around the globe for inspiring its guests to discover the city around the hotel,” Reilly added. “Marriott’s commitment to Allentown is a tremendous validation that our city is a global destination worth discovering.”

“A key component of the redevelopment and revitalization of Allentown was a need for a marque hotel for guests who wish to stay overnight following a concert, hockey game or event,” Senator Pat Browne said. “I am pleased to see that the state’s third largest city now has that feature with the completion of the Renaissance Allentown Hotel. This creative and unique hotel allows Allentown to compete with other large cities across the country to host conferences, conventions and entertainment events. I congratulate J.B. Reilly and Marriott for continuing the vision of a vibrant Allentown and for incorporating the historic Dime Bank Building in its plans.”

Boasting a convenient heart-of-the-city location, the Renaissance Allentown is directly across the street from Allentown’s ArtsWalk and just steps from restaurants, bars, boutiques, entertainment and a state-of-the art fitness center. The Allentown Art Museum, Miller Symphony Hall and several companies’ offices are also nearby. The only full-service Marriott within 60 miles, the Renaissance Allentown offers all of the amenities and experiences of a luxury urban hotel, such as 24-hour valet service, without sacrificing the neighborhood feel that makes Allentown so charming.

For information on booking a private event at the Renaissance Allentown, please contact 412.225.8770 or [mdeintinis@renaissanceallentown.com](mailto:mdeintinis@renaissanceallentown.com).

The Renaissance Allentown is managed by Greenwood Hospitality Group, a company specializing in the management of upscale, full-service hotels. The opening of the Renaissance Allentown created approximately 120 new jobs.

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#### **About Renaissance Hotels:**

Renaissance Hotels encourages guests to Live Life to Discover<sup>SM</sup> at more than 155 hotels in 35 countries around the world. Each hotel is unique and every stay offers an opportunity to explore local discoveries exclusive to the destination. At every hotel, Renaissance Navigators are local experts ready to assist guests in discovering local flavors and activities. Signature RLife LIVE entertainment events are designed to showcase emerging talent in music, the arts, culinary and more to inspire discovery. R.E.N. Meetings offers groups an experience beyond a traditional meeting rooted in creative sensory meeting design, RLife LIVE networking events and custom curated local Navigator excursions. At Renaissance Hotels, we work to ensure that every trip is transformed into an eye-opening, unforgettable journey. You spend your life working; you should discover the world as you go. To discover more visit [www.renhotels.com](http://www.renhotels.com). Like us on Facebook [www.facebook.com/RenHotels](https://www.facebook.com/RenHotels). Follow us on Twitter [www.twitter.com/RenHotels](https://www.twitter.com/RenHotels).

#### **About Marriott International:**

Visit [Marriott International, Inc.](http://Marriott International, Inc.) (NASDAQ: MAR) for company information. For more information or reservations, please visit our web site at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://www.marriottnewscenter.com).

#### **About City Center Lehigh Valley:**

City Center Lehigh Valley is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America’s most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown’s new arena, PPL Center, at its core, City Center includes two Class A

office towers, the Renaissance Allentown Hotel, upscale restaurant and retail space, loft-style office space and a coworking space called Velocity. City Center is constructing a third Class A office building, Strata Luxury Flats and additional restaurant and retail space by late 2015 – a total investment of \$400 million. Visit [www.citycenterlehighvalley.com](http://www.citycenterlehighvalley.com) to learn more.

**About Greenwood Hospitality Group:**

Greenwood Hospitality Group is engaged in the acquisition, repositioning and management of upscale, full-service and select-service hotels throughout the United States. Greenwood’s portfolio includes over 2,350 rooms and 1,900 employees and is based in Denver and with offices in Hartford, CT, Harrisburg, PA and Houston, TX. Greenwood includes industry veterans and principals Tom Conran, Aik Hong Tan, and Bill Kohl, who together have more than 125 years of industry investment and management experience. The company’s vision is to set new excellence standards regarding the relationship it forges with its investors, property level associates, and the communities in which they work. Visit [www.greenwoodhospitality.com](http://www.greenwoodhospitality.com) to learn more.

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