

## **Opening Press Release Template**

### **FOR IMMEDIATE RELEASE**

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### **EVEN® HOTEL Eugene OPENS FIRST PROPERTY IN Eugene, Oregon**

*Property marks the first EVEN Hotel on the West Coast*

**Eugene, Oregon** (January 28th, 2018) – InterContinental Hotels Group ([IHG](#)), one of the world’s leading hotel companies, proudly announces the opening of the EVEN® Hotel Eugene, An IHG Hotel. We encourage you to invite wellness on your journey here at EVEN Hotel Eugene. We're located just one mile from Autzen Stadium making us the perfect hotel for game day. It also makes us the closest hotel to Autzen Stadium. This Eugene hotel is also conveniently located next to the Slocum Center, NeuroSpine Institute and Two Rivers Surgical Center. Our hotel is just minutes from Downtown Eugene, Alton Baker Park, the Willamette River, and the University of Oregon. The hotel also offers complimentary shuttle to and from the Eugene Airport. This hotel will be the first EVEN Hotel to be built on the west coast and currently there are only 6 other EVEN Hotel in the United States.

The property showcases the EVEN Hotels intentional design in every aspect of all 100 guest rooms and public spaces, with an emphasis on four components: eating well, resting easy, keeping active and accomplishing more. There is also 2,387 square feet of fitness and meeting space. The Hotel also features an indoor swimming pool, spa, and activity lounge located on the main floor of the hotel. EVEN Hotels empowers guests to maintain their wellness routine while on the road by providing options to choose what that means to them.

**Stefan Dobrijevic, General Manager, said:** “We are excited to welcome the newest EVEN Hotel to Eugene. With our convenient location to the University of Oregon, Autzen Stadium, Slocum Center, Alton Baker Park, Downtown Eugene and the Willamette River. We are

committed to providing our guests with the services, amenities and experiences they expect as a guest at an EVEN Hotel.”

The EVEN Hotels café, Cork & Kale™ offers guests a dining experience featuring breakfast and dinner with made-to-order options for all tastes, ranging from healthy to indulgent. For guests on the go, the marketplace offers freshly prepared salads and sandwiches for full meals and a variety of snacks, beverages and treats, available 24/7. Cork & Kale also features a full bar featuring hand-crafted cocktails made with fresh herbs, juices and guests’ favorite brands, as well as a selection of beer and wine.

The hotel, located at 2133 Centennial Plaza, Eugene Oregon 97401, managed by VIP Hospitality Group. The EVEN Hotels brand is part of IHG’s diverse family of brands in nearly 100 countries and territories. The scale of the IHG family of brands means that its hotels can meet guests’ needs whatever the occasion – whether an overnight getaway, a business trip, a family celebration or a once-in-a-lifetime experience. Reservations can be made by calling 1-877-834-3613 or by going to [www.eveneugene.com](http://www.eveneugene.com).