

For Immediate Release

May 24, 2019

MIRIAM HOTEL & SPA TO LAUNCH POOL-SIDE EXPERIENCE AT FLORIDA RESORT

FT. LAUDERDALE, FLA. -- World-renowned destination resort Miriam Hotel & Spa is set to make their Ft. Lauderdale, Florida location even more appealing to young professionals with the opening of a new pool-side experience. Opening June 1, 2019, the addition will include a plethora of entertainment options, chosen based on feedback from recent college graduates and young professionals.

Already, the grand opening is generating buzz, as the initial announcement garnered over 16 million impressions across social media platforms. Among the features of the pool-side experience are three salt-water swimming pools, swim-up bars serving customizable cocktails, saunas, spas, hot tubs and live music.

“We wanted to appeal specifically to young adults,” said Miriam CEO Shannon Lewis. “There’s a mix of relaxing and lively activities available depending on the mood of our guests.”

Lewis added that they created the experience after noticing a decrease in visitors between the ages of 22-25 booking rooms at the resort. Therefore, considerations were made so the pool-side experience would cater to the needs of that demographic.

“We will offer day-passes at a price of \$89,” Lewis said. “We understand that a room at our resort doesn’t fit everyone’s budget, but we wanted to make sure as many people as possible could enjoy this fantastic new experience.”

Located at 3012 Windamar St. in the Central Beach neighborhood, the new pool-side experience will help Miriam stand apart from the many neighboring resorts.

“This pool-side experience was created based on what other resorts have done,” said resort manager Jordan Norton. “I think we learned a lot about what works and what doesn’t, and with that knowledge, created something really special.”

###

Miriam Hotel & Spa is dedicated to providing the finest entertainment experiences at each of our fantastic resorts. Our mission is to provide visitors with an escape from the monotony of everyday life with a variety of vacation options. Whether it’s relaxing pool-side or dancing to live music, Miriam fits any mood.

Contact:

Nick Jungheim

Phone: 612-216-1058

Email: JungheimN@crosspointcomm.com

Media Advisory

April 30, 2019

Miriam Hotel & Spa Bringing Pool Party to Downtown Minneapolis

MINNEAPOLIS, MINN -- Miriam Hotel & Spa will be helping the Twin Cities thaw out from a frigid winter by 'heating up' a space on Nicollet Mall next week. To generate excitement for their pool-side experience opening in Ft. Lauderdale, Florida on June 1, Miriam will hold a launch party between S 8th St. and S 9th St. from Monday, May 6 through Friday, May 10.

What: Miriam Hotel & Spa, one of America's premier destination resorts will host launch parties across the United States to promote new pool-side experience opening in Ft. Lauderdale. Before people visit the resort, Miriam is first bringing launch parties to 15 U.S. cities during a nationwide tour. Locals will experience summer fun early this year, as the event will feature outdoor hot tubs, a cocktail bar and live DJs.

When: The launch party begins Monday, May 6, 2019 at 10 a.m. and runs until 5 p.m. It will open to the public between the same times each day from then through Friday, May 10, 2019.

Where: Between S 8th St. and S 9th. St. on Nicollet Mall, right in the heart of downtown Minneapolis. It is just a block south of the IDS Center and in close proximity to the Nicollet Mall light rail station.

Who: Miriam CEO Shannon Lewis will be in attendance and available for interviews throughout the day on Friday, May 10. She will address the media with a prepared statement at 5:30 p.m. that day. Immediately following her, manager of Miriam Hotel & Spa Ft. Lauderdale, Jordan Norton, will hold a press conference and be available for questions.

Why: The new pool-side experience promises to solidify Miriam as one of South Florida's finest destination resorts for young adults. These launch parties will give the public a first-look at the exciting, new addition, specifically appealing to young, business professionals and recent college graduates.

Media/Photo Opportunity: On Friday, May 10, media members will have exclusive access to an invitation-only event for influencers, beginning at 6 p.m. at Last Call Bar & Grill, located at 26 N 5th St., Minneapolis, Minnesota. There, world-famous DJ Diplo will play a set and then speak about the promotional work he's done with the Miriam brand.

###

Contact:

Nick Jungheim

Phone: 612-216-1058

Email: JungheimN@crosspointcomm.com

To: justinecrawford@justinetravels.com

Subject: Miriam Hotel & Spa opening brand new pool-side experience

Hi Justine:

Looking for a destination resort that captures the atmosphere and energy of spring break in South Florida all year long? Look no further than the brand-new pool-side experience at Miriam Hotel and Spa.

As a big fan of your travel blog, I've always enjoyed your reviews of trendy destination resorts. On behalf of Miriam Hotel & Spa, I'd like to offer you an exciting opportunity to get a first look at our pool-side experience opening on June 1 in Ft. Lauderdale, Florida. I'd love to talk with you about becoming a Miriam ambassador. The role grants you premium access to the grand-opening of the pool-side experience with a complimentary three-night stay at a VIP suite, including free meals and drinks.

Your blog has always done a fantastic job of profiling the best vacation hot-spots for college students and young professionals looking for exciting entertainment options. It is for many readers a stamp of quality in resorts and assures them that good times await at the locations you review. This new pool-side experience has been garnering nation-wide attention on social media, as the initial announcement compiled over 16 million impressions across platforms. Readers of your blog will want a first-hand, in-depth account of the unveiling.

As an ambassador, Miriam will grant you full access to the Ft. Lauderdale Hotel & Spa, as well the new pool-side experience that includes multiple salt-water pools, saunas and hot tubs. You'll be given full permission to capture photo and video anywhere on-site. Furthermore, we can arrange for you exclusive interviews with Miriam CEO Shannon Lewis, Ft. Lauderdale location manager Jordan Norton, guests and DJ Diplo, who will be performing on opening night of the pool-side experience.

This is an exclusive offer we are making only to you, so please make sure to notify us if you plan to accept by May 14.

Thank you for your time and consideration.

-Nick Jungheim

Nick Jungheim
Phone: 612-216-1058
Email: JungheimN@crosspointcomm.com