

**FOR IMMEDIATE RELEASE**



## **THE RUMORS ARE TRUE – VICEROY TO DEBUT IN CHICAGO IN 2017**

**LOS ANGELES, California (March 05, 2015)** – Viceroy Hotel Group confirmed today plans for the brand’s hotly anticipated expansion to Chicago’s renowned Gold Coast neighborhood with a scheduled opening set for 2017.

Working in tandem with Convexity Properties, the powerhouse luxury hospitality brand will unveil the Goettsch Partners and TAL Studio-designed property, located conveniently for guests on State Street in the Gold Coast. The area occupies the central part of a flourishing neighborhood, quickly gaining momentum as one of the most sought-after modern luxury destinations in the city.

Known for creating authentic and inspired experiences, Viceroy Hotel Group will be using design, art, style and culture to infuse the new property with all the amenities and services of a top-luxury hotel, while simultaneously working to maintain a distinct sense of place for guests eager to explore and experience the Chicago landscape.

“Viceroy recognizes Chicago is a vibrant market and a great destination for our expansion,” said Bill Walshe, CEO of Viceroy Hotel Group. “We are extremely privileged to collaborate with Convexity Properties team to create exceptional and inspiring experiences for our guests in such a highly sought-after location.”

Convexity Properties is collaborating closely with the City, neighbors and community groups to finalize approvals for what will be an extraordinary project for the city.

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### **About Viceroy Hotel Group**

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Riviera Maya, Palm Springs, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Cartagena, Bodrum, and Dubai. For more information, visit [www.ViceroyHotelGroup.com](http://www.ViceroyHotelGroup.com).

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