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**Sheraton Chicago Hotel & Towers Toasts \$25 Million Renovation with Guests: Celebratory Rates from \$174 with Wine/Cocktail Credit to Say “Cheers” to a Makeover Well Done**

**Total Overhaul Encompassed All Guestrooms, Suites, Lobby, Club Lounge, Fitness Center, New Waterfront Lounge, Environmentally-Conscious Initiatives & More**

**Wine Wins Out: Recent Sheraton Survey Unveils One in Two People Will Go for Glass of Wine Over Spouse or Smartphone**

Chicago, IL – July 7, 2015 – Sheraton Chicago Hotel & Towers, a premier hotel with a prime waterfront location in the heart of downtown Chicago, has undergone a complete, multi-phase renovation totaling \$25 million. To mark the momentous occasion, the hotel is offering a celebratory package that serves up a wine/cocktail credit to “toast” the fantastic new look and feel, coupled with special rates that start from just \$174 per night.\* Now with all 1,200-plus guestrooms and suites complete, a new lobby, an incredibly popular Executive Club Lounge, expanded fitness center, outdoor waterfront lounge and incredible environmental practices in place, the Sheraton Chicago is a “new” hotel from top to bottom. The “Toast” package, valid for stays through September 30, 2015, includes:

- Brand-new guestrooms from \$174 per night; spacious suites with Executive Club Lounge access from \$274
- \$25 wine/cocktail for guest’s choice of how they prefer to say “cheers” to the new Sheraton Chicago and its \$25 million dollar makeover

How guests choose to use their wine/cocktail credit to toast the renovation is up to them, but if they are like most, it looks like they will be toasting with a glass of vino. A recent Sheraton Hotels & Resorts **survey** showed that nearly half of people (48%) would reach for a glass of wine after a long day over their spouse (15%) or smartphone/tablet (15%). The survey underscored that wine plays an important role in relaxation both at home and while traveling. Respondents would be most likely to give up their smartphone for a day (29%), sex for a week (23%), or their social media accounts for a week (23%), in return for a premium highly rated glass of wine.

A wonderful place to toast is the new CBC Lounge. Complementing the existing Chicago Burger Company restaurant, this new, outdoor lounge is one of the few riverfront venues in the city. This unique waterfront location offers an extensive cocktail menu, light snacks and an incredible view of the Chicago River.

The Sheraton Chicago, which is ideally situated on the Chicago River within walking distance of Navy Pier, fabulous Michigan Avenue shopping, Millennium Park, the Loop business district and more, has long been a Windy City favorite based on its location alone. The hotel’s 1,214 guestrooms and suites are now totally renovated, boasting spectacular river, lake and skyline views, alongside Sheraton’s ultra-comfortable Sweet Sleeper(SM) bed; outstanding accommodations to compliment the hotel’s fantastic location.

One of the most popular features of the hotel is the Executive Club Lounge, a special privilege reserved for those staying in one of the hotel’s Club Rooms or suites. The bi-level lounge serves complimentary continental breakfast, evening hors d’oeuvres, as well as light bites and snacks throughout the day. The panoramic views of the city skyline make this a fantastic setting for gatherings with friends and family.

Television, high-speed Internet access and workstations equipped with both a PC and Mac, round out the offerings at the Executive Club Lounge.

For more information and photos of the new Sheraton Chicago Hotel & Towers please visit [www.sheratonchicago.com](http://www.sheratonchicago.com) or call 866-716-8134 and ask for promo code LWZ.

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**More on Sheraton Chicago Hotel & Towers Renovation:** Additional phases of the \$25 million project included public spaces, most noteworthy being the residential-minded lobby that offers many cozy seating options as well as tables and plug-ins for those who enjoy working in the heart of it all. Also in the midst of the action is ChiBar, where guests can enjoy their favorite libation, catch sporting events on the big TV screens and all while enjoying the panoramic views of the Chicago River, Lake Michigan and city skyline through floor-to-ceiling windows. A new health club offers the latest equipment and weights and is adjacent to the hotel's indoor, heated pool, overlooking the Chicago River and skyline. The fitness center is open 24 hours and complimentary to guests.

An important part of the renovation was the implementation of many energy conservation initiatives to help protect and preserve the environment. The seven-figure investment encompassed lighting, recycling and a number of other systems and modifications to make sure the hotel is doing its best with environmentally-friendly practices. Retrofit Chicago honored the hotel team with the "Most Valuable Engineer" distinction for all that has been done in the way of energy conservation.

**More on Sheraton Hotels & Resorts Survey:** The research was conducted by market research firm, StudyLogic and surveyed respondents from the United States, Germany, China, Chile, and Argentina. The survey took a closer look at the wine habits, taste preferences, spending habits and social influences of today's global traveler. The results not only provided valuable insights into the close relationship between wine and travel, but also uncovered some surprising statistics showing where wine stacks up among life's other indulgences—such as sex, social media, smartphones, the spa, and the gym.

\*Based on availability; taxes not included. \$25 credit not valid on in-room dining or LINK at Sheraton.