



RUMOR MILL CHURNS WITH OPENING OF VIRGIN HOTELS CHICAGO
Virgin Hotels website contest kicks-off countdown to opening day

CHICAGO (August 26, 2014) – The rumor mill has been churning since Virgin Hotels announced its first property in Chicago, with a lot of juicy details floating around about what the hotel will look like, what amenities it will offer and most importantly, if Sir Richard Branson will tuck everyone in at night.

The “Do Not Disturb” sign has been lifted from virginhotels.com, and visitors will be greeted by Sir Richard, who will reveal some of his favorite rumors along with a special guest. Now through September 30, 2014, visitors can stir the pot and submit their own #virginrumors on virginhotels.com, with five weekly winners selected to receive a two-night stay for two at Virgin Hotels Chicago and the opportunity to have their rumor come to life. One grand prizewinner will receive a two-night stay for two with airfare and transportation provided, the opportunity to have their rumor come to life, plus an invite to the grand-opening party. Full details on how to submit a rumor, as well as the terms and conditions are available at virginhotels.com.

This week, the rumors will also play out on site at Virgin Hotels Chicago, located at 203 N. Wabash Ave., providing a visual treat for all those who stop by. And it won’t stop there; Chicagoans should watch their step as rumors will be popping up throughout the city in the coming weeks.

Stay connected on all the latest news by following Virgin Hotels on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#) and more. All details about the hotel’s social media channels are just a click away on the website.

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ABOUT VIRGIN HOTELS CHICAGO:

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson’s global Virgin Group has pioneered for over 40 years. Each property will intermix a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Chicago will open in December 2014, with New York, Nashville and others to follow. For more information, please visit virginhotels.com.

For more information about Virgin Hotels Chicago, please contact Laura Kilroy, Communications and Social Media Manager, at laura@virginhotels.com or reach out to Annie Block or Stephanie Poquette of Zapwater Communications at annie@zapwater.com/stephanie@zapwater.com.