

FOR IMMEDIATE RELEASE



**Virgin Hotels Celebrates First Anniversary with  
Innovative Animated Video Series and Special Events**

*Real Online Reviews Inspire Marketing Campaign*

**Miami, FL (January 15, 2016)** – [Virgin Hotels](#), the lifestyle hotel brand by Virgin Group founder Sir Richard Branson, opened the doors to its first property, Virgin Hotels Chicago, on January 15, 2015. For the past year, guests have taken to online review sites to rave about their Virgin experience. These reviews have been so clever and tapped into the hotel features in such an eloquent way that Virgin Hotels’ was inspired to bring these reviews to life in the form of a witty, animated series of clips. In celebration of the one-year anniversary, the series will debut on Friday, January 15, 2016.

There are a total of six animated videos in the series. The first two videos, “PKeenan,” which praises the “smart” design of the Chambers; and “Eye of the Dog,” which highlights the hotel’s pet-friendly amenities via a review from the perspective of a dog, will be released on January 15<sup>th</sup> (PKeenan) and 19<sup>th</sup> (Eye of the Dog) via the Virgin Hotels website and social media channels ([YouTube](#), [Facebook](#), [Twitter](#) and [Instagram](#)) as well as founder Sir Richard Branson’s platforms. Following this release, Virgin Hotels will debut two new videos per week through the end of January.

To watch the first video in the series, visit [www.virginhotels.com](http://www.virginhotels.com).

“Very quickly after we opened Virgin Hotels Chicago, the guest reviews starting pouring in, which was very exciting to us,” says Virgin Hotels Vice President of Sales & Marketing Doug Carrillo. “As we read these reviews, we realized that not only were they super positive and witty, but they also highlighted the pain points of travel that we set out to alleviate for our guests. As such, we wanted to find a unique way to bring these to life so, on the heels of our popular [“Brilliant”](#) animated video, released before the hotel opened, we thought that a series of creative animations was the perfect way to do so.”

This animated series has been created by Virgin Hotels’ creative agency partner, [One Trick Pony](#).

The one-year anniversary celebration continues at Virgin Hotels Chicago where guests can enjoy \$1 glasses of champagne or specialty cocktails from 6pm – 8pm in the hotel’s second floor lounge and bar, The Commons Club. There are also several special events that will be taking place at the hotel’s rooftop bar and music venue, Cerise, to celebrate the anniversary.

Virgin Hotels Chicago accepts reservations at [www.virginhotels.com](http://www.virginhotels.com), with Nashville, Dallas and New York slated to open next. Virgin Hotels continues to explore properties in cities such as Boston, Los Angeles, Miami, Austin, Seattle, San Francisco, Washington DC, and London; locations where it is pursuing hotel and office conversions and ground-up development.

###

For more information about Virgin Hotels, please contact Christi Cahill at Christi@thedoornonline.com or 646-340-1730.

**About Virgin Hotels:**

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. Virgin Hotels Chicago is now open, with Nashville, New York and others to follow. For more information, please visit [www.virginhotels.com](http://www.virginhotels.com).