



suburban inns

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## News Release

### Suburban Inns Seeks Community Input Naming Embassy Suites Rooms *Social Media Contest Allows Suggestions for Ballroom, Bar, Conference Rooms*

**For Immediate Release**

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GRAND RAPIDS, Mich. August 27, 2018—Suburban Inns, developer and operator of the new Embassy Suites by Hilton on North Monroe in downtown Grand Rapids, the former site of the Western American Mailers building, is seeking community input to name several of the rooms in the property, set to open in spring of 2019.

“This is a unique location with an interesting history, so we want to give the community an opportunity to be involved in naming some of the special spaces within the hotel,” said Brian Behler, General Manager of the Embassy Suites.

Behler and the management team at Suburban Inns will accept naming suggestions for the following rooms: a grand ballroom, four breakout or conference rooms, and a circle bar.

“People can suggest names that are reflective of this part of Grand Rapids and its history, and they could all be on a theme,” Behler said. “We’ll review and select the best names and reward the individuals who offered the ideas.”

The person offering the selected name for the ballroom will receive their choice of a one-night stay and \$50 Big E’s Sports Grill gift card or \$500 credit for banquet space. Similarly, Suburban Inns will provide one-night stay to the selected names for each conference room and one-night stay and \$50 Big E’s Sports Grill gift card to the name selected for the circle bar. Winners will also be recognized at the grand opening of the hotel in 2019.

Name suggestions can be submitted at the company’s web site on its “EmbassyNames” form <https://suburbaninns.com/embassy-suites-names/> or via Suburban Inns social media sites: Twitter @SuburbanInns on Twitter, Suburban Inns on Facebook, LinkedIn and Embassy Suites Facebook page.

The deadline for suggestions is September 17<sup>th</sup>. A poll listing finalists will be shared and the public can vote on their favorite. Final room names and the people who suggested them will be shared October 1.

The Embassy Suites is located at 710 Monroe, near the 6<sup>th</sup> Street Bridge. The 7-story hotel will have 250 rooms and 440 parking spaces. It will also feature a Big E's Sports Grill on the first floor as well as a banquet facility.

**About Suburban Inns**

Founded in 1979, Suburban Inns develops, owns and operates award-winning hotels and restaurants in Holland, Grand Rapids, and Midland. Its hotels consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in North America. For more information, visit [www.suburbaninns.com](http://www.suburbaninns.com)