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Editors Note: New interior photography is expected to be available in late December, and exterior photography is currently available. If you would like digital images, please e-mail mary@switchbackpr.com.

Telluride's New Sheridan Hotel Unveils Renovation Dec. 20 *Historic boutique property becomes destination's newest oldest hotel*

Telluride, Colo. (Thursday, December 19, 2008) — Since the days when mining prospectors flocked to the San Juan Mountains, the New Sheridan Hotel has been synonymous with hospitality, charm and good times in Telluride, Colo. Originally built in 1895, the 26-room property enters a new chapter on Dec. 20 as it debuts the result of an extensive, eight-month renovation. The transformation brings a new level of luxury to the New Sheridan while retaining the landmark building's beloved, distinctive character.

World-renowned designer Nina Campbell – whose portfolio also includes design for Grand Central Station's Campbell Apartment Bar, Paris' Hotel Park Victor Hugo and Hotel de Vigny, and the homes of celebrities such as Rod Stewart – created an individual look for each guest room and suite. Paying homage to Telluride's mining heritage, she incorporated rich, metallic materials and selected colors, fabrics and textures to create an atmosphere of warmth, comfort and pampering.

"Through this process we elicited the best of the hotel's innate charm with modern design elements that fit with the town, its history and its allure as a ski destination," said Campbell. "We created something new inside this gem of a building while retaining the appeal that it had before."

New, indulgent touches include 100 percent Egyptian cotton sheets and towels, heated bathroom floors, walk-in closets, iPod docking stations, LCD flat screen televisions and plush robes. Located just two blocks from the ski lift, the New Sheridan's two new rooftop hot tubs provide an après ski sanctuary with views of the 14,000-foot San Juan Mountains. Additionally the hotel offers secured ski storage with boot warmers and a long list of amenities designed to make guests feel pampered.

The renovations eliminated the shared bathrooms that were added to several floors three decades ago, returning private bathrooms to all guest rooms. Extensive soundproofing, including triple-paned windows, ensures that guests can receive a good night's sleep no matter how rowdy the crowd in the New Sheridan bar.

When entering the hotel lobby, visitors will be greeted by the gallery of Roger Mason – a painter whose enduring affinity for Telluride led him to become a seasonal artist-in-



residence at the New Sheridan. The lobby also received a main street-style café called the Parlor. A welcome addition for those in need of a morning jump-start, the Parlor will serve gourmet coffee, espresso specialty drinks and pastries in the morning, casual lunch options in the afternoon, and wine and cocktails in the evening.

On the ground level of the hotel, the newly expanded Chop House restaurant received more window seating looking out to Telluride's main street. Chef Erich Owen created a classic menu that lives up to the restaurant's name with favorites such as bison rib eye, prime filet mignon, New Zealand elk short loin and New York strip, as well as new additions such as quail with blue cheese, Tasmanian wild salmon, and braised short rib pot au feu. With expanded temperature-controlled wine storage, Chop House manager and certified executive wine sommelier, Cory Widau, added several pages to the restaurant's Wine Spectator Award of Excellence-winning list that now features over 200 by the bottle selections. And with a new, 16-bottle nitrogen wine bar system, the Chop House is offering 30 wines by the glass.

Rated as one of the 10 hottest après ski bars in the world by *Forbes Traveler*, the historic New Sheridan Bar is often considered the social center of Telluride. Founded with the original brick hotel, the bar is one of the oldest in the west featuring a hand-carved wood bar, original lead glass divider panels, mahogany wood paneling and filigree light fixtures. The bar remains unchanged outside of the restoration of a balcony that once served as a small band stage during the early days. In the new edition, guests can relax with a cocktail on the balcony's plush couches and watch the scene below.

Prior to initiating the \$7 million renovation, hotel management consulted historic architecture experts and worked with the Telluride Historic and Architectural Review Commission to finalize plans. Among the most historic buildings in Telluride, which is itself a national historic landmark district, the New Sheridan has demonstrated a long-term commitment to the property's historic integrity, architecture and ambience. The hotel is a member of the National Trust for Historic Hotels of America. The original Sheridan Hotel was constructed in 1891 to provide boarding for the growing mining town of Telluride. Destroyed by fire in 1894, the New Sheridan was built, this time in brick, in 1895.

"The New Sheridan has served as a stage for the comings and goings of Telluride for 117 years. It allows guests to feel a true sense of place which couldn't be replicated anywhere else in the world," said General Manager Raymond Farnsworth. "The renovation was a labor of love and we re-open with a sense of pride for bringing new elegance to a beloved Telluride landmark."

For reservations and information, please contact the hotel at 1-800-200-1891 or 970-728-4351, or visit www.newsheridan.com. Deluxe rooms start at \$229, and suites start at \$269. Ski and specialty packages are available.

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