



### **Desires Hotels Announces New Luxury Product in St. Louis**

*Modern Boutique Hotel Collection Shoots For An April Liftoff With The Moonrise Hotel*

New York, NY March 31, 2009 — In the heart of St. Louis' iconic arts and entertainment district known as The Loop, the [Moonrise Hotel](#) is set to open April 2009. The most recent addition to the [Desires Hotel](#) collection, this modern boutique hotel is located at 6177 Delmar Boulevard in the most eclectic and vibrant area in St. Louis. The hotel's central location and brilliant balancing of business and leisure, makes the Moonrise Hotel the luxury boutique experience the city has been longing for. Owner Joe Edwards says "Desires innovative and fresh approach to marketing modern boutique hotels fits our property's personality. It also suits the demographics that love the neighborhood. Desires sincere enthusiasm about the The Loop and development of the Moonrise Hotel makes this relationship a perfect fit."

"The Loop is a beehive of activity and is the best neighborhood in St. Louis to have a boutique hotel opening," says Raul Leal President of Desires Hotels. Situated along six city blocks, the area is a thriving mecca for entertainment and shopping. "We are really excited to be working with Joe Edwards who is an incredible visionary. We look forward to being a part of the community and introducing many of our loyal followers to The Loop and the Moonrise Hotel," says Leal.

Just steps from the Delmar Loop MetroLink Station, the Moonrise is in the center of one of the "10 Great Streets in America" — designated by the American Planning Association — which makes it simple for guests to get to nearby Clayton and Washington University, as well as St. Louis University, the Central West End and Downtown St. Louis, including Busch Stadium, Scottrade Center and the Edward Jones Dome. The hotel is framed between the neighboring Pin-Up Bowl, the original bowling and martini lounge, and The Pageant concert nightclub. Plus, it is close to Blueberry Hill, a St. Louis landmark restaurant and music club, filled with pop culture memorabilia.

The hotel's sophisticated, contemporary design will blend first class amenities with some unexpected, quirky touches and signature design features. From the iridescent lobby wall that changes color, to the dramatically angled staircase, to the illuminated, rotating moon on top of the building, this is a hotel for guests who like to have fun. With 125 guest rooms, 10 suites and 2,000 square feet of meeting space, the Moonrise will be the area's first full-service boutique hotel. The hotel is the brainchild of creative guru and Loop developer, Joe Edwards. Edwards is known for crafting a hospitality experience that embraces the unconventional while delivering

the comfort and style discriminating guests expect. It is exactly why Desires Hotels and Edwards are a match made in heaven as they are both known for delivering unexpected amenities in stylish settings.

Each well-appointed, spacious guest room will feature premium amenities such as pillow-top beds, down duvets, flat-screen televisions, and technology docking stations. Guests will be able to enjoy gorgeous views of the St. Louis skyline from the Rooftop Terrace Bar as well as elegant meals at the upscale Eclipse restaurant. There are the uniquely St. Louis touches, like Kaldi's premium coffee, Bissinger's crescent shaped turn-down chocolates, and the option to choose from one of the 10 Spectacular Walk of Fame Suites, each designed to showcase a different star from St. Louis Walk of Fame. Room rates start at \$159 and reservations can be made by visiting [www.moonrisehotel.com](http://www.moonrisehotel.com) or calling 877-872-1122.

The unique style and distinct atmosphere makes the Moonrise a perfect fit in the Desires Hotel collection. Business and leisure guests alike are attracted to its many amenities and services, including the Apollo 8 and Apollo 11 meeting rooms and The Rooftop Terrace Bar which overlooks great views of the St. Louis skyline. Desires Hotels Senior VP of Sales and Marketing, Doug Carrillo says, "The Moonrise Hotel is an ideal addition to the Desires collection because it has all of the top amenities and is located in one of the best neighborhoods in United States. This St. Louis hotel is our second foray into the Midwest and its location in possibly the hippest happening neighborhood in the city makes us proud to have it as part of our portfolio."

Guests will also enjoy dining at Eclipse, the restaurant at the Moonrise. The atmosphere is comfortable and the vibrant blue fiber-optics highlight the bar and one-of-a-kind lunar murals are truly, a visual feast. But the flavors are not forgotten; Eclipse takes the classics and reinterprets them with exciting ingredients and edgy presentations. Breakfast, lunch and dinner are served daily, and cocktails and small plate specialties are available nightly at the Rooftop Terrace Bar.

"The Moonrise Hotel is a tremendous asset for the Loop and St. Louis by providing an opportunity for visitors to stay in the heart of this eclectic, fun area. It is a pleasure to work with the hugely talented Joe Edwards. His vision for the Loop has almost single handedly transformed this 6 block area into a vibrant entertainment district. You will never confuse your stay at the Moonrise with one in a chain hotel. This is the kind of experience that you only find once in a blue moon," says Lyda Krewson, Alderwoman for St. Louis' 28<sup>th</sup> Ward.

### **About Desires Hotels**

From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate

the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, call 866-593-4330 or visit [Desireshotels.com](http://Desireshotels.com).

**Press Information**

KVD Communications, LLC  
419 Lafayette St.  
New York, NY 10003  
646.723.4338

Kathleen Duda	Managing Director	kathleen@kvdcom.com
Clifford Blodgett	Account Executive	clifford@kvdcom.com