

John Q. Hammons' Embassy Suites Murfreesboro - Hotel & Conference Center Opens Ahead of Schedule  
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The new Embassy Suites(R) Murfreesboro - Hotel & Conference Center in Tennessee at 1200 Conference Center Boulevard is open to the public. One of the largest facilities of its kind in the area, the 10-story, 283-suite hotel and conference center offers 80,000 gross square feet of flexible meeting and event space.

Featuring a contemporary décor, the hotel is owned by hotel legend Mr. John Q. Hammons and is managed by Springfield-Mo.-based John Q. Hammons Hotels & Resorts, the nation's leading independent builder, developer, owner and manager of upscale, full-service hotels, resorts and suites.

The hotel's first guest was C.M. Gatton, the original owner of the land that the hotel is now located upon. The Rutherford County Chamber of Commerce has scheduled a ribbon-cutting ceremony at 5 p.m. CDT on September 13.

An official grand opening event, 'An Elegant Evening,' is scheduled for November 1 and will benefit the Rutherford Books from Birth, reinforcing John Q. Hammons Hotels and Resorts' commitment to the communities in which it operates. Rutherford Books from Birth is a local non-profit sponsoring organization for Dolly Parton's Imagination Library, which mails a new, age-appropriate, hardcover book every month to registered children from birth until age 5, at no cost to the family and regardless of income. The event will feature fine dining, dancing and a program honoring Rep. John D. Hood, who in 2004 sponsored legislation establishing the Governor's Books from Birth Foundation in collaboration with the wives of the five Rutherford County mayors - Eagleville, LaVergne, Murfreesboro, Smyrna, and Rutherford County. Nissan North America is the presenting sponsor of the event and tickets start at \$150, a portion of which is tax-deductible.

The all-suite, luxury hotel and conference center fills a unique niche in the Greater Nashville market with the largest convention space outside Davidson County. The development is able to accommodate small and large group events, as well as individual stays. Its 28,800-square-foot Mirabella Grand Ballroom is the third largest in the Greater Nashville market. The hotel is strategically located near SR-840 in the southeast quadrant of I-24 and Medical Center Parkway and is adjacent to the new lifestyle center, 'The Avenue Murfreesboro,' which features nearly 1 million square feet of restaurant, home furnishings and fashion shopping in an open air setting.

'Murfreesboro is a rapidly developing community that's ready for an exceptional quality facility to accommodate the city and the region's growth,' said Mr. Hammons, founder, chairman and chief executive officer of John Q. Hammons Hotels & Resorts. 'The community shares our vision of the significant impact a high quality hotel and conference center can have on an area. I've experienced the positive results in 40 states and continue to be impressed.'

The hotel is creating an estimated 225 full-time equivalent jobs, including positions within the hotel, conference center, Gateway Grille restaurant and Caffaina's Internet Café.

'This hotel is upscale in every way,' said General Manager David Latture, a 30-year hospitality veteran. 'The anticipation has been building as reflected in pre-opening sales. We expect our quality and service to exceed the community's expectations.'

Murfreesboro Mayor Tommy Bragg also reiterated his support of the property. 'This hotel and conference center is a wonderful addition to the region and reflects the substantial business, institutional and educational growth this area has seen in recent years,' he said. 'The city welcomes the Embassy Suites as a facility that will enhance our visitors' experience and one that our residents can enjoy as well.'

The Murfreesboro property marks the second full-service hotel and the first conference center Mr. Hammons has built in Tennessee.

The University of Memphis Federal Director Training conference is slated as the first to be held at the new facility immediately following the Embassy Suites - Murfreesboro Hotel & Conference Center's opening. 'Requests for meetings and related stays are strong,' shared Becky Vealey, the hotel's director of sales and marketing. 'Due to our convenient location in the geographic center of the state, many groups who historically have had to compromise in order to get the space they needed are now looking to our facility as the new meeting place of choice.'

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