

MAD46 LAUNCHES FALL-FRIENDLY NIGHTS THAT LOCALS ARE SURE TO “FALL” FOR

NEW YORK – As temperatures delicately fall and leaves change colors, mad46, The Roosevelt Hotel’s new rooftop lounge, gives New Yorkers a way to stay outside as long as they can. During “Fall-Friendly Nights” at mad46, guests can snuggle up in plush blankets or wrap themselves in pashminas, while sipping on a glass of red wine or a warming specialty drink.

Upon entry of mad46, a selection of blankets and pashminas are presented to guests as they take in views of Midtown Manhattan. Wrapped in warmth, guests are offered their choice of several seasonal specialties. An *Irish Coffee* topped with fresh whipped cream, *Hot Chocolate* made with Godiva Dark Chocolate and mixed with Bailey’s Irish Cream or a *mad-Toddy* hot tea are sure to invite a cozy feeling.

Commemorating the Indian summer, a peaceful transition from autumn to winter, mad46 is offering a *Grey Goose Le Citron Indian Summer* with a fresh orange wedge, as well as a selection of autumn inspired wines, including samples of *Coppola Diamond Claret Pinot Noir* and *Jacob’s Creek Shiraz* that provide warmth even on the chilliest of autumn nights.

MORE INFORMATION ABOUT MAD46

In form, *mad46* offers a modern and minimalist feel, its function does not sacrifice service and spaciousness as ultra-trendy bars in the city often do. Its feel is cosmopolitan and creative, urbane without being absurd.

Along with its signature drink list, *mad46* offers palate-pleasing lite fare for the happy-hour enthusiasts. From Poached Jumbo Shrimp Cocktail served with Absolut infused cocktail sauce to Sing Buri Cashews dusted with flavors reminiscent of a great Thai dish, the lite fare is sure to satisfy.

mad46 opens its skies Wednesday, Thursday and Friday from 5 p.m. to 9 p.m. and is available Sunday by request for private parties or receptions. It is accessible to visitors through an exclusive elevator located on the 46th Street entrance at the back of the hotel.

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities.

For more information on The Roosevelt Hotel’s new rooftop lounge *mad46*, call 212-885-6095 or visit **www.mad46.com**.

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