



THE ROOSEVELT HOTEL IN NEW YORK CITY ANNOUNCES RENOVATION PLANS FOR MAD46 ROOFTOP LOUNGE

NEW YORK, N.Y. – April 1, 2015 – Situated in the heart of Midtown Manhattan at Madison Avenue and 46th Street, The Roosevelt Hotel announces plans to renovate and enhance its premier rooftop bar, mad46. Located on the 19th floor of the iconic hotel, the project will elevate the overall look and feel of the rooftop lounge to achieve modern appeal – applying lighter colors with hints of red and orange, along with trendier accents and décor to create a sleek, updated vibe. The project is slated for completion in mid-April, with a target opening date of April 15, 2015.

“This is a very exciting time for the hotel, as we strive to provide our guests with a memorable experience, starting right when they walk through the doors into our grand lobby and all the way up to the rooftop of mad46,” said Kevin Croke, Director of Sales & Marketing at The Roosevelt Hotel. “We are thrilled to see the final results of the renovation.”

Creating an immediate sense of place, the 19th floor entrance will be repainted and adorned with modular art wall panels, mirrored ceiling tiles, new lighting and decorative wall partitions, welcoming guests into mad46’s spacious indoor lounges – of which will receive new carpeting, paint and decorative chandeliers. Additional upgrades will include the complete renovation and expansion of all restrooms, as well as brand new countertops and stylish furniture adorning both the interior and exterior bar space. The outdoor space will be redesigned to offer a more open feel – and feature the addition of brightly colored awnings, new plants and organic décor, with additional barstools allowing for more seating in the area.

To accompany the newly renovated space, mad46 will launch a revised menu created by Executive Chef Robert Hohmann. Offering a variety of culinary delights and signature cocktails, the menu will feature a delectable range of mouthwatering options, including hand-rolled Kale and Vegetable Dumplings, fresh Grilled Artichokes, handmade Potato Perogies, Short Rib Sliders with crispy onions, melted provolone and cucumber wasabi sauce, and Peppermint Chimichurri Lobster – to name a few. The menu will also feature an assortment of signature cocktails, with hand-crafted options such as the Teddy Roosevelt, Grand Dame, Mad Smash and ever-popular, Mad Mojito.

A hidden oasis under the Manhattan skyline, mad46 Rooftop Lounge is open to the general public seasonally, April through October, and year round for private events and corporate outings. The sky-high terrace is accessible from the 46th Street entrance of The Roosevelt Hotel, welcoming guests and New Yorkers alike to enjoy unsurpassed Midtown views atop the 19th floor of the “city that never sleeps.”

Often referred to as the “Grand Dame of Madison Avenue,” The Roosevelt Hotel stands stately at Madison Avenue and 45th Street in the heart of Midtown Manhattan, just steps away from Grand Central Station, the theaters of Broadway and Fifth Avenue shopping. Opened during the Jazz Age, The Roosevelt Hotel impresses with its grand architecture and spectacular interiors beautifully restored to their original brilliance. Boasting 1,015 guestrooms, the hotel's historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture while offering modern-day amenities.

For more information, call The Roosevelt Hotel toll-free at 1-888-TEDDY-NY or visit www.theroosevelthotel.com . The Roosevelt Hotel is located at 45 East 45th Street at Madison Avenue, New York, N.Y. 10017.

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