

Sage Hospitality Announces The Crawford Hotel at Denver's Union Station

The Partners Revitalizing Union Station Honor Dana Crawford, Pioneer of Colorado Redevelopment

Denver, Colo. (November 13, 2013) – [Sage Hospitality](#), along with its partners in Denver's Union Station, is proud to announce that the 112-room hotel within the historic building will be named [The Crawford Hotel](#). Named after urban preservationist and Union Station partner Dana Crawford, the hotel will fill the upper floors of the north and south wings of the station when the building opens Summer 2014. Local Denver companies redeveloping the building with Sage include Larimer Associates, McWhinney, REGen, LLC, and Urban Neighborhoods.

"Dana Crawford deserves this honor. She started historic redevelopment before it was popular, she's had her hand in so many great Denver restorations, including Larimer Square, The Oxford Hotel and now Union Station," said Walter Isenberg, CEO and President of Sage Hospitality. "The design of The Crawford Hotel honors the great history of the train station, while providing a modern luxury that is new and exciting. It's an amazing combination, reflective of the work Dana's done for our city."

The Crawford Hotel's 112 uniquely decorated guest rooms will reflect the different eras of the building's history. The overall hotel design was created by JG Johnson Architects and Tryba Architects. The property will feature art specifically curated from local Colorado artists by Denver company NINE dot ARTS as part of the project's local art program.

- The "Pullman" rooms on the second level evoke train travel at its heyday; with a subtle Art Deco nod, these rooms are a modern take on the glamorous private sleeping cars of train travel.
- The "Classic" guestrooms on the third floor are inspired by the building's Victorian era beginning. With a contemporary twist on traditional, classic design styles and with soaring ceilings and expansive windows, they bring a touch of modern elegance and luxury.
- The contemporary "Loft" rooms occupy the uppermost floor of the hotel in the former attic, with exposed wood timbers and high vaulted ceilings. These rooms are inspired by the urban characteristics of Denver and the Lower Downtown neighborhood that evolved around Union Station.

A stay at The Crawford Hotel will place guests steps away from Denver's most exciting dining and retail options featuring major Colorado-based restaurants on the first floor. The Crawford's

room service will be provided by all restaurants within the building, including The Kitchen Next Door, Snooze, an a.m. Eatery and a unique concept by Fruition creator, Alex Seidel.

Union Station's Great Hall will serve as the hotel's main entrance and lobby. Guests can check in via their mobile phones in advance, before stepping off the Light Rail and Amtrak train, and access the hotel's concierge.

As part of the partnership between The Crawford Hotel and The Oxford Hotel, located one block from Union Station, amenities at The Oxford Club, Spa and Salon will be available to all guests. And the station will also offer a fitness center and 3,000 square feet of downtown meeting space which will be a popular place for events within the active transportation hub.

"We are excited to share Denver's Union Station with The Crawford Hotel and all of the exciting restaurant and retail options inside, it is a fantastic offering for those traveling with RTD to have so much available to them as they arrive in Denver," said Phil Washington, General Manager of RTD. "This project is an exciting addition to Colorado as a whole and really a fantastic example of what a public-private partnership can offer to a city."

To learn more about the revitalization of Denver's Union Station visit www.unionstationinddenver.com. To learn more about The Crawford Hotel and inquire about bookings after summer of 2014, call 303-628-5400 or visit www.thecrawfordhotel.com.

About The Crawford Hotel

The Crawford Hotel is located within Denver's Historic Union Station in the heart of the LoDo District. The 112-room independent hotel offers a modern, luxurious escape from the bustle of the active train station. Three different types of rooms offer unique design elements of their own and no two rooms are alike. The "Pullman" rooms on the second level evoke train travel at its heyday; with a subtle Art Deco nod. The "Classic" guestrooms on the third floor are inspired by the building's Victorian era beginnings, with a touch of modern elegance and luxury. And "The Loft" rooms give you the experience of staying in a downtown Denver loft with exposed wood timbers and lofty vaulted ceilings. Amenities include a fitness center, 3,000 square feet of meeting space and room service that is unlike any other. Guests of The Crawford Hotel can order from any of Denver's Union Station's restaurants including Snooze, an a.m. Eatery, The Kitchen Next Door and a unique concept from Alex Seidel. Guests also have access to the Oxford Club, Spa & Salon on 17th Street. To book a stay in a piece of history, visit www.thecrawfordhotel.com.

About Denver Union Station

Denver's Union Station is undergoing a major transformation to once again be a destination for

Coloradans and visitors alike. The project includes an extensive transportation hub, a custom-crafted line up of locally owned restaurants and shops and The Crawford Hotel, a 112-room independent hotel. The grand structure is more than 100 years old, and its historic and distinctive architecture will be protected throughout the extensive redevelopment project. The roughly 125,000 square foot project—to be complete in mid-2014—will continue the revitalization of the lower downtown community and create a welcoming, high-energy public space that has an authentic Colorado feel with contemporary updates. The expansive transportation hub returns Union Station to its roots with local and national train and bus services. The RTD rail lines and buses will connect downtown and its surrounding communities as well as providing a direct railway from Union Station to Denver International Airport in 2016. The local Colorado companies involved in the Union Station project include Larimer Associates, McWhinney, REGen, LLC, Sage Hospitality and Urban Neighborhoods. To learn more, visit www.unionstationindenver.com or www.facebook.com/DenversUnionStation.

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