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FOR IMMEDIATE RELEASE



At The Boar's Head What's Old Is New Again!

The Boar's Head Begins Renovation.

Charlottesville, Virginia, September 21, 2011: Earlier this year The Boar's Head announced a long-term expansion and upgrade of its facilities. The ambitious undertaking initially calls for new workout equipment in the fitness facility, widening of the entrance, and upgrades in the Old Mill Room just to mention a few items slated for Fall renovation.

The Boar's Head is making further progress on its multi-million dollar upgrade and redesign program, which started earlier this year. The guestroom renovation phase is slated for completion in March 2012. The 173 guestrooms and suites will be completely

refreshed with new carpeting, furniture, fixtures and décor, by Hitt Construction and Hughes Design Associates (HDA), both Virginia firms.

Before beginning their design work for the guest rooms and corridors at The Boar's Head, the team at Hughes Design Associates (HDA) spent 12 months researching the history of the property, the area and the University. By working with the UVA Foundation and local residents consultants 3North and HDA were able to define key elements that they felt were critical to the identity of the resort. Much thought and attention to detail was given to each of the final selections. For instance, custom designed fabrics have fresh bright colors reflecting those found in both the local landscape and historical references. Rich textures and finishes in both furniture and fabrics add a warm, residential feeling to the rooms. Antique furniture pieces were used as inspiration, then reinterpreted with modern lines and manufactured by Sorrentino Mariani Furniture Company another Virginia company. The beautiful lamps and light fixtures blended with simple clean lines and a rustic patina have historical references as well. Special attention was given to the artwork, which includes historic details, vintage photos and memorabilia that evoke the past yet speak to the present.

Feeling that it was important to have unexpected surprises, the designers included a hand-forged boar's head hook to hold the guest's welcome gift. In addition, a large UVA umbrella sits in a stand by the door, beckoning the guest to explore the resort's exquisite landscape. The bath mirror in the king room is etched with a quote by Thomas Jefferson, giving a nod to the gracious hospitality that The Boar's Head provides. The overall feeling of the rooms is an inviting blend of traditional and contemporary elements, giving the resort a refreshing, sophisticated, and residential appearance.

The Boar's Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxurious spa and children's programs. It also has 22,000 square feet of event space, including our meeting and social pavilion. The Boar's Head lies in close proximity to attractions such as Monticello, the Blue Ridge Mountains, and numerous wineries and breweries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information on our renovation go to TheBoarsHeadRenovation.com. To make reservations, please call The Boar's Head at 434.296.2181 or 800.476.1988, or visit the resort's web site at www.boarsheadinn.com.

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