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FOR IMMEDIATE RELEASE



***A New Chapter Begins!***

**The Boar's Head Is Pleased to Announce  
Significant Progress on Property Room Renovation.**

**January 5, 2012:** In March 2011, after nearly a year of historical research and planning, The Boar's Head began work on a variety of property improvement projects. New state of the art workout equipment in the fitness center, road widening to enhance the sense of arrival and improved walkways to better connect guests with the lush landscaping and provide ease of access to all facilities are just a few of the major projects recently completed. Additionally, The Old Mill Room received carpet, drapes and wall coverings

reflective of the deep history of the original building. The Boar's Head is making further progress on its upgrade and redesign program. A long-term renovation of its 175 guest rooms began on December 1, 2011. Ednam guest rooms will be complete and available to overnight guests on February 3, 2012 and the subsequent rooms renovation will be completed in March 2012. The reinvented rooms feature updated elements such as concealed sprinkler heads, converting bathtubs to showers and ADA compliancy.

Before beginning their design work The Boar's Head gathered a group of stake holders from the community including guests, University of Virginia representatives, local government officials, and business clients to participate in a collaborate session or charrette lead by Paula Benesch at Hughes Design Associates. 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 For instance, custom designed fabrics have fresh bright colors reflecting those found in both the local landscape and historical references.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 The beautiful lamps and light fixtures blended with simple clean lines and a rustic patina have historical references as well.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, vintage photos and memorabilia that speak to the connection with the University, Thomas Jefferson and the rich history of the area.

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, "You know our practice of placing our guest at their ease..." giving a

nod to the gracious hospitality The Boar's Head provides. The overall feeling of the guest rooms is an inviting blend of traditional and contemporary elements, giving the resort a refreshing, sophisticated, and residential appearance.

The Boar's Head, a 175-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.

We invite you to visit [www.TheBoarsHeadRenovation.com](http://www.TheBoarsHeadRenovation.com) to learn more about the renovation project. To make reservations, please call 434.296.2181 or 800.476.1988; visit the resort's web site at [www.boarsheadinn.com](http://www.boarsheadinn.com); or "Like" The Boar's Head on Facebook. We look forward to having you as a guest to experience the newly renovated Boar's Head guest rooms in 2012.

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