

PRESS RELEASE

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FAIRFIELD INN & SUITES HOTEL TO OPEN IN SHELBY, NORTH CAROLINA WITH NEW DESIGN AND DÉCOR
The hotel opens with a new design that pays homage to the brand's origins at the Fairfield Farm

Shelby, NC – August 7, 2018 – The 86-room Fairfield Inn & Suites by Marriott in Shelby, North Carolina is scheduled to open on Tuesday, August 14, 2018 with a new décor that provides guests with a feeling of warmth and calm while traveling. Located at 1715 East Dixon Boulevard, the Fairfield Inn & Suites Shelby will operate as a Marriott franchise, owned by Catellus Group LLC and managed by [Strand Hospitality Inc.](#) of Myrtle Beach, South Carolina. General Manager Cathy Kepley leads the management team at the property for Strand Hospitality.

Whether traveling for business or pleasure, the Fairfield Inn & Suites Shelby offers guests convenient access to the LeGrand Center, Uptown Shelby and the Tryon International Equestrian Center.

“Delivering both function and comfort, our new design and décor elevate the Fairfield brand, setting a new standard in the moderate tier category,” said Callette Nielsen, vice president and global brand manager, Fairfield Inn & Suites. “At Fairfield Inn & Suites, we provide an easy, positive and productive travel experience, as well as the promise of consistent and reliable service at an exceptional value. The Fairfield Inn & Suites Shelby is a truly stunning example of the brand’s contemporary look and feel, and we are pleased to introduce Fairfield Inn & Suites hotels in the Shelby area.”

The new décor package is warm, timeless, forward-thinking, and inviting with simple nods back to the brand’s heritage. Specific elements meant to evoke feelings from the Fairfield Farm include a farmhouse table in the lobby for gathering and connecting, photography from the Fairfield Farm serving as artwork in the lobby and guest rooms, natural materials and unique textures featured throughout, and a history wall in every property showcasing the brand’s roots.

The new guestroom design is impactful, unique and addresses the functional needs of the Fairfield guest for a seamless experience. The room was designed with the modern traveler’s needs to stay productive on the road in mind without overcomplicating the guestroom. Each room features a modern lounge chair, serving as both functional and comfortable to either work or relax in. The artwork in the room takes center stage with the window treatment acting as a focal point, displaying photography taken at the Fairfield Farm. The material is sheer and allows light to

pass through the photography, warming up the room and creating a comfortable environment. The guestrooms also feature a mobile desk, a comfortable couch, refrigerator, coffeemaker and microwave.

Additional hotel amenities include an outdoor swimming pool, an exercise room, valet laundry service, complimentary Wi-Fi, as well as fax and copy services, and offers 500 square feet of meeting space to accommodate functions of up to 25 people. A complimentary hot breakfast, featuring oatmeal, scrambled eggs, sausage, make-your-own waffles and other healthy items, such as fruit, yogurt, and whole grain cereals and breads is also available.

About Fairfield Inn & Suites

Fairfield Inn & Suites by Marriott is designed for today's traveler who is looking to be productive on the road, whether for business or leisure. In addition to complimentary Wi-Fi and hot breakfast, Fairfield Inn & Suites offers thoughtfully designed rooms and suites that provide separate living, working and sleeping areas. With nearly 900 properties around the globe, Fairfield Inn & Suites is proud to participate in the industry's award-winning loyalty program, Marriott Rewards® which includes The Ritz-Carlton Rewards®. Members can now link accounts with Starwood Preferred Guest® at members.marriott.com for instant elite status matching and unlimited points transfer. For more information or reservations, visit www.fairfieldinn.com, become a fan on [Facebook](https://www.facebook.com/FairfieldHotels) or follow @FairfieldHotels on www.twitter.com/fairfieldhotels.

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