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**THE MAGNIFICENT MILE CHARITABLE FOUNDATION BENEFITS AT A ROCKIN' GRAND  
OPENING AS HOTEL CASS ILLUSTRATES NEIGHBORHOOD SUPPORT**

*Chicago's Mag Mile and River North neighborhood-based charities benefit at the unique  
grand opening for Hotel Cass*

**CHICAGO, III. – OCTOBER 4, 2007** – Over 300 guests will help celebrate the grand opening of the Hotel Cass Mag Mile Chicago today as the new boutique hotel welcomes its new neighbors with a formal ribbon cutting, property tour, charitable presentation, and a rockin' concert and party. The event begins at the property located at 640 N. Wabash Avenue at 5 p.m. and ends at 8 p.m.

The official grand opening for the Hotel Cass Mag Mile Chicago, A Holiday Inn Express, kicks off with a formal ribbon cutting on the doorsteps of the Beaux Arts-era property. Those expected to participate include the hotel's ownership team including John Rutledge, president and CEO of Oxford Capital Group, LLC, Ed Doherty, president of The Bricton Group, Inc., and Roger Hill, CEO of Gettys. City of Chicago and hospitality industry dignitaries will assist, including Chicago Convention and Visitors Bureau president Tim Roby; Greater North Michigan Avenue Association president and CEO, John Maxson; Louis, "Skip" Weiss, president of The Magnificent Mile Charitable Foundation and publisher of the Chicago Collection; and Marc Gordon, executive director of the Illinois Hotel & Lodging Association.

After a tour of the \$16 million redevelopment owned by Oxford OBG Hospitality Investment Partners, guests will enjoy a unique reception and private concert at the nearby Murphy Auditorium. At the party, gourmet hors d'oeuvres and libations including a signature Hotel Cass-ini featuring citrus vodka, passion fruit and white cranberry juices will refresh the audience, while a concert featuring Chicago-based *Maggie Speaks* entertains all.

Prior to welcoming Maggie Speaks to the stage for a private concert, Mike Zels, general manager for the 175-room boutique hotel, will present Skip Weiss, president of The Magnificent Mile Charitable Foundation with a check for \$5,000 to further their cause. Each year, the Foundation selects deserving non-profits located within the River North/Magnificent Mile region to share in their annual giving fund. Fulfilling its motto of "Charity in the neighborhood of our success," The Magnificent Mile Charitable Foundation granted \$57,500 to 12 in-need educational organizations this year.

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**HOTEL CASS MARKS GRAND OPENING WITH BENEFIT**

"As we considered how to best illustrate our own commitment to this dynamic neighborhood, our staff and the ownership felt strongly that supporting the neighborhood non-profits was an important step towards that goal," said Zels.

The 2007 Magnificent Mile Charitable Foundation Recipients that will benefit tonight include: the Alliance for Community Peace; Cabrini Green Tutoring Program, Inc.; Cathedral District Association; Chicago Lights at Fourth Presbyterian Church; Enhance Foundation; Friends of the Chicago River; Gilda's Club Chicago; Happiness Club; HELP (Help Ease Local Poverty); HighSight; Lawson House YMCA; and William B. Ogden Elementary School.

**About the Hotel Cass Mag Mile Chicago, A Holiday Inn Express**

Hotel Cass is an exceptional reinvention of an historic hotel located in the heart of the very best Chicago has to offer. The new 175-room boutique property is situated in the epicenter of Chicago's exciting Magnificent Mile and River North neighborhoods. Contemporary style and amenities abound, including a luxury bedding package that ensures a good night's sleep and the Simply Smart™ Guest Bathroom with an exclusive rainfall showerhead by Kohler. Guests enjoy a Complimentary daily Express Start® Breakfast Bar complimentary wired and wireless internet, hi-tech lighting for reading and 32" flat panel televisions in every room. The property is owned by Oxford OBG Hospitality Investment Partners, a venture that includes Oxford Capital Group, LLC, The Bricton Group, Inc., and Gettys. For information, visit [www.hotelcass.com](http://www.hotelcass.com) or call 312-787-4030 for reservations.

**About the Greater North Michigan Avenue Association**

GNMAA is a private, non-profit membership organization with a mission of preserving, promoting and enhancing Chicago's most unique neighborhoods. Members include real estate properties, retailers, hotel, dining, cultural and entertainment establishments, and institutional and residential properties. For membership, visit [www.gnmaa.com](http://www.gnmaa.com). For tourism-related queries, visit [www.themagnificentmile.com](http://www.themagnificentmile.com).

**About The Magnificent Mile Charitable Foundation**

It is the mission of The Magnificent Mile Charitable Foundation, the charitable subsidiary of The Greater North Michigan Avenue Association (GNMAA), to provide members of the association and the public with opportunities to improve the quality of life within the geographic boundaries of GNMAA through financial gifts and grants to the institutions which anchor and serve our community. The foundation aims to emphasize educational programs while enhancing the role and impact of the association. *The foundation is a 501 (c)(3) organization with federal tax id: 36-3791016.*

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