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**Oxford Hotels & Resorts, LLC to Transform The Days Inn Chicago Into Hotel Versey, Lincoln Park-Lakeview's Newest Lifestyle Hotel**

*Hotel Versey to Open in Late Spring 2017*

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(CHICAGO, IL; March 1, 2017)— [Oxford Hotels & Resorts, LLC](#), the Chicago-based hotel management affiliate of Oxford Capital Group, LLC, today announced The Days Inn Chicago has commenced renovations to transform and reposition the landmark 1920s Lincoln Park-Lakeview building into Hotel Versey, a new lifestyle hotel.

Situated in a historic building on the border of two of Chicago's most beloved neighborhoods, Lincoln Park and Lakeview, the hotel's past is as colorful as the vibrant and multicultural neighborhood surrounding it today. Originally named The Diversey Arms, the building was the home to former jazz musician Bix Beiderbecke in 1925. In much later years, the property was nick-named the "Rock and Roll Days Inn" due to its popularity with iconic famous rock star guests, including Nirvana, the Goo Goo Dolls, Kurt Cobain, Radiohead, Sheryl Crow, and the Red Hot Chilli Peppers. In late spring 2017, the hotel will be rebranded as Hotel Versey, a boutique hotel that embraces its history and caters to fun-loving locals and travelers looking for a modern lifestyle hotel in one of the city's most popular neighborhoods.

"The building's prominent location gives us a great opportunity to serve a diverse range of travelers seeking a more authentic, neighborhood experience," said John W. Rutledge, founder, president and CEO of Oxford. "Today's discerning travelers look to engage with locals and learn about a city's culture. We're thrilled to be able to deliver a hotel product that will highlight the building's layered history and surrounding community. We look forward to welcoming families visiting university students, Cubs fans, music lovers, and all travelers that aim to 'stay as a local'."

Once transformed into Hotel Versey, the 135-room hotel will serve as a community hub for the diverse Lincoln Park and Lakeview neighborhoods. The hotel's bold design and quirky personality will celebrate everything that makes these intertwined Chicago neighborhoods sparkle, including showcasing local art in all public spaces. The hotel will also be a great destination for families, the sports oriented, the business-minded, multicultural guests from around the world, and the LGBTQ community. The hotel will also feature a street-front restaurant and a series of distinctive retail businesses that complement the energy of the dynamic neighborhood surrounding the hotel.

“We believe a hotel like this is what this neighborhood has been missing. We’re excited to be able to introduce a hotel experience, typically reserved for core urban markets, to one of Chicago’s most visited neighborhoods,” states George Jordan, senior vice president of operations at Oxford Hotels & Resorts, LLC.”

The name, Hotel Versey, pays tribute to its original namesake (The Diversey Arms), while playfully fusing in a tie to the hotel’s V-shaped structure of its triangular city block, on the highly visible corner of Clark, Broadway, and Diversey Parkway. The hotel will remain affiliated with Days Inn by Wyndham and be open during construction. To learn more about Hotel Versey and its renovation process, or to make reservations, please visit [www.daysinnchicago.net](http://www.daysinnchicago.net) or call 773-525-7010.

#### **About Oxford Hotels & Resorts, LLC**

Oxford Hotels & Resorts, LLC is a national hotel management company affiliated with Oxford Capital Group, LLC that specializes in operating, managing and branding distinctive, high design lifestyle hotels. Its geographic focus includes the nation’s top cities, including Chicago, New York City, metro Washington D.C., Boston, Los Angeles, San Francisco, and other select markets with unique attributes including Charleston, SC, New Orleans, LA, and a variety of markets throughout Florida. Oxford and its affiliates have been involved in excess of \$3 billion of real estate and private equity transactions, including approximately 13,000 hotel rooms. In addition to such national projects as Hotel Lexington NYC, The Metropolitan Hotel NYC, The National Conference Center in Northern Virginia, The Godfrey Hotel Boston, and The Godfrey Hotel Hollywood, Hotel Versey is Oxford’s 12<sup>th</sup> hotel project in the Chicagoland market. These have included such noted developments as LondonHouse Chicago, The Langham Chicago, The Godfrey Hotel Chicago, Hotel Felix, Hotel Essex, Hyatt Magnificent Mile, Renaissance Chicago North Shore, Doubletree North Shore and Conference Center, Hyatt House Chicago-Northwest, and, a lifestyle hotel under development at 168 N. Michigan Avenue. Its current hospitality brand collection includes Bay Harbor, Beach, Cass, Essex, SX, Felix, Godfrey, I|O, LondonHouse, LH, and SpaBoutique. For information, visit [www.ohrllc.com](http://www.ohrllc.com).