



Ribbon Cutting held for Fairfield Inn & Suites in Lynchburg, VA

Hotel Equities Cuts Ribbon for Fairfield Inn & Suites in Lynchburg, VA

Hotel at Liberty University Completed Renovation, Conversion to Marriott Brand

Atlanta, GA—August 17, 2015 – Atlanta-based [Hotel Equities](#) (HE) and Liberty University recently completed a major hotel renovation and conversion to a Fairfield Inn & Suites by Marriott on the campus of Liberty University in Lynchburg, Virginia.

Located at 3777 Candler's Mountain Road in Lynchburg, the hotel operates as a Marriott franchise owned Liberty University and managed by Hotel Equities of Atlanta, Georgia. **Becky Aleman** serves as the General Manager and **Brad Goodale** is the Director of Sales.

On hand for the Grand Opening celebration were Rob Cote, Hotel Equities' V.P. of Operations; Kevin Butler, HE Regional Director of Operations; Jerry Falwell, Jr., President, Liberty University; Richard Martin, VP Financial Research & Analysis, Liberty University; Charles Spence, Sr. V.P. of Planning and Construction, Liberty University; Jeff Barber, Athletic Director, Liberty University; Colonel Richard Hinkley, Liberty University Police Department; Mike Lewis, Director of Sales, Lynchburg Chamber of Commerce; and many others.

"We are excited to complete this wonderful transformation and bring an all new Fairfield Inn & Suites hotel into the Lynchburg area," **Brad Rahinsky**, COO and President for Hotel Equities. "This hotel offers quality accommodations at an appealing price to business and leisure travelers. We value our relationship with Liberty University and are pleased with their commitment to make this the best hotel in market. We will deliver award-winning service that draws guests and operational expertise that adds value for the hotel owner and sets us apart as a management company."

Whether traveling for business or pleasure, the Fairfield Inn & Suites by Marriott Lynchburg Liberty University offers guests convenient access to the campus of Liberty University, many popular restaurants, the River Ridge Mall and downtown Lynchburg. Shuttle Service is available to and from Lynchburg Regional Airport and the Kemper Street Train Station.

The Fairfield Inn & Suites public space features an innovative and contemporary design that is both flexible and functional. The open and bright lobby welcomes guests with a vibrant color palette of greens, blues and oranges. Thoughtfully designed suites offer separate living, working and sleeping areas. Plush mattresses, televisions, microwaves and mini-fridges enhance the guest experience. The bright, spacious living area provides a well-lit work area, ergonomic chair and entertainment area with a second television.

Complimentary hot breakfast is available each morning in the lobby area. Other hotel amenities include an indoor swimming pool, an exercise room, valet laundry service, complimentary Wi-Fi, as well as fax and copy services. The hotel also offers a meeting room with 910 square feet of space to accommodate functions of up to 90 people.

Hotel Equities (HE) is an Atlanta-based full-scale hotel management, development and consulting firm operating more than 90 hotels throughout North America and internationally. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.

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 more than 700 properties throughout the United States, Canada, Mexico and India, Fairfield Inn & Suites hotels participate in the award-winning Marriott Rewards® frequent travel program that allows members to earn hotel points or airline miles for every dollar spent during each stay. For more information or reservations, contact the Fairfield Inn & Suites Gainesville hotel directly at 678-971-4670, call the Fairfield Inn & Suites toll-free number at 800-228-2800, visit www.fairfieldinn.com, become a fan at www.facebook.com/fairfieldinnandsuites or follow Fairfield at www.twitter.com/fairfieldhotels.



Photo caption:

At the ribbon cutting for the Fairfield Inn & Suites by Marriott Lynchburg Liberty University, dignitaries included (left to right) **Becky Aleman**, General Manager; **Brad Goodale**, Director of Sales; **Kevin Butler**, HE Regional Director of Operations; **Rob Cote**, Hotel Equities' Vice President of Operations; **Mike Lewis**, Director of Sales, Lynchburg Chamber of Commerce; **Richard Martin**, VP Financial Research & Analysis, Liberty University; and **Charles Spence**, Sr. V.P. of Planning and Construction, Liberty University.