

## **KINSETH CELEBRATES GRAND OPENING AND RIBBON CUTTING CEREMONY AT TRU BY HILTON IN CHEYENNE. FOR IMMEDIATE RELEASE**

**North Liberty, IA., Friday, August 25, 2017**

Kinseth Hospitality Companies is pleased to announce the official ribbon cutting ceremony and grand opening celebration of the Tru by Hilton Cheyenne, Wyoming took place on August 25, 2017. The event gave everyone in Cheyenne and the surrounding areas a glimpse of what this newly opened hotel has to offer. With over 200 guests in attendance Kimberly Miller of the Chamber Red Carpet Committee, Dale Steenberg, President & CEO of the Greater Cheyenne Chamber of Commerce, Tony O'Brien, Board Treasurer of Visit Cheyenne, Tripp McLaughlin, Senior Director of Tru by Hilton, and Gary Kinseth, Vice President of Kinseth Hospitality Companies, shared their excitement about the opening of the fourth Tru by Hilton hotel nationwide. The millennial focused hotel, managed by Kinseth Hospitality Companies, is located at 423 W. Fox Farm Road in Cheyenne, Wyoming.

"This is a product that is for millennials but also for those of us who have a zest for life mind-set, people who enjoy traveling, enjoy open spaces to connect with others like you see in this lobby space." Tripp McLaughlin shares during the ribbon cutting ceremony. "We've done some very unique things here that you don't see in the rest of the hotels in the midscale segment. We want to have a different voice. We like to say we like to sing our brand as opposed to talking it."

According to Gary Kinseth, "We're excited to bring Tru to Cheyenne, this is the fourth Tru to open in the country. . . We think [Tru] is going to be one of the fastest growing brands in history not only for Hilton but for the whole industry."

Guests in attendance were able to tour the hotel's 4-zone lobby, pool, fitness area, and guest rooms as well as enjoy drinks and hors d'oeuvres.

### **About Tru by Hilton**

Tru by Hilton is a revolutionary midscale hotel brand providing a simplified and spirited approach that is grounded in value for business and leisure travelers. Disrupting the midscale hotel space, Tru by Hilton will offer modern and functional guest rooms and social connectivity with reimagined public spaces, including an open lobby comprised of four zones where guests can work, play, lounge and eat. Designed to appeal cross-generationally, guests will enjoy complimentary amenities including breakfast, coffee and tea; optional mobile check-in and Digital Key; a multifunctional fitness center; and high-speed Wi-Fi. Single-serve wine and beer, fun snacks and light meal options will be available for purchase at a 24/7 retail market. Tru by Hilton is the newest addition to Hilton Worldwide's portfolio of market-leading brands. Learn more at [www.trubyhilton.com](http://www.trubyhilton.com).

### **About Kinseth Hospitality**

Kinseth Hospitality is a leading hotel management, development and ownership company. KHC has a proven track record of developing and operating award-winning hotels, restaurant and meeting facilities. Kinseth Hospitality is based in North Liberty, Iowa, and currently operates over 65 hotels and 5 branded restaurants in 12 states.

*For more information regarding KHC please contact our Corporate Sales and Marketing Team at 319-626-5600 or visit [www.kinseth.com](http://www.kinseth.com).*