



MOONRISE HOTEL

6177 Delmar in The Loop
St. Louis, Missouri 63112
(314) 721-1111 Front Desk
(877) 872-1122 Toll Free
(314) 721-1222 Fax

PRESS INQUIRIES

Kathleen Duda, KVD Communications
419 Lafayette Street
New York, NY 10003
(646) 723-4338
kathleen@kvdc.com



Moonrise Hotel to Add Whole New Perspective to Eclectic Delmar Loop in St. Louis

By Bob Moore, St. Louis Hotels Guide

The Moonrise Hotel is expected to rise over the east end of the Delmar Loop, next to The Pageant, April 2009.

St. Louis Mayor Francis G. Slay and Alderwoman Lyda Krewson joined Loop developer and entrepreneur Joe Edwards and Lodging Hospitality Management Chairman and CEO Bob O'Laughlin, on Wednesday, under bright blue skies, for a ceremonial "launch" of the Moonrise Hotel. Edwards came onstage wearing his white moonwalk suit and holding the Moonrise flag.

Still wearing his moonwalk suit following the launch, Edwards greeted guests at a reception held at the Pin-Up Bowl, adjacent to the construction site of the hotel.

In a conversation, Edwards stated that it was really exciting to add this major attraction to the Loop. "It's going to be a really high-class hotel but it will have some interesting, quirky, visual attractions," he said referring to the illuminated rotating moon on top of the building.

When asked what inspired the ten-foot moon element, Edwards responded that after looking at all the plans and drawings for the hotel, he concluded it needed something dynamic to make it a signature building for St. Louis.

"One half will be painted with the craters and mountains in an ivory color and the other half will be painted with the craters and mountains in a dark color," stated Edwards. "I think people will be fascinated to watch the phases of daytime and nighttime."

The full-service, seven-story boutique hotel, located at 6177 Delmar, will feature 125 guest rooms, including 5 rooms with hot tubs, 10 suites and 2,000 square feet of meeting space.

Edwards said the hotel will also feature a very nice restaurant on the first level and a rooftop terrace bar. "I think a lot of people will want to stay here to be in the vibrant Loop. This is one of the most exciting restaurant, shopping, arts and entertainment districts in the country."

He proudly noted that the Moonrise Hotel is not part of a chain. "It's going to be a true independent hotel. It will be operated by Bob O'Laughlin's Lodging Hospitality Management right here in St. Louis and by me, operating the restaurant and the terrace bar."

Edwards added, "Like everything else I do in St. Louis, this is one-of-a-kind. I'm happy to be working with Bob because his staff has the expertise to make that reservation system work so that we don't have to be affiliated with a chain."

Building on the success of Edward's Blueberry Hill restaurant, The Tivoli Theater, the Walk of Fame and The Pageant concert night club, the Moonrise Hotel will add a whole new perspective to the Delmar Loop area in St. Louis.