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**THE EDGEWATER BECOMES DANE COUNTY'S
FIRST AND ONLY AAA FOUR DIAMOND AWARD DESTINATION**
Newly updated hotel ranks among top 5.4 percent of AAA hotels

MADISON, Wis. (Jan. 21, 2016) – The Edgewater, an iconic, luxury hotel in the heart of Madison, has earned the AAA Four Diamond Rating – becoming the first hotel in Dane County and southwest Wisconsin to receive this designation.

Earning this rating from AAA is significantly rewarding for The Edgewater, which originally opened in 1948 and reopened in August 2014 after a \$100 million renovation. The Edgewater's Four Diamond Rating places the property in extraordinary company, as only 5.4 percent of the more than 58,000 AAA/CAA-Approved hotels achieve that level. Including The Edgewater, there are presently just nine AAA Four Diamond destinations in the state of Wisconsin.

“From the beginning, we believed we had the opportunity to create a unique destination at The Edgewater,” said Amy Supple, senior vice president and chief operating officer. “The AAA Four Diamond Rating affirms our commitment to excellence in service, coupled with our ongoing investment in the hotel and its amenities, all of which collectively support our goal of setting the standard for hospitality in the city of Madison and in the region.”

In honor of the award, the hotel has introduced the [Four Diamond Celebration Package](#), featuring a two-night stay, complete with a dinner for two (a value of \$200); two 60-minute spa treatments; and a welcome amenity featuring chocolates and Champagne. The special deal may be booked through March 31, 2016 (with stay dates through April 30, 2016). The package may be booked [here](#).

The AAA Diamond Award program dates back to 1937. Each year, AAA's professionally trained inspectors use established guidelines to conduct unannounced hotel and restaurant evaluations across the US, Mexico, Canada and the Caribbean, after which they assign each venue a rating of one to five AAA Diamonds.

Like the AAA Diamond Award program, The Edgewater lays claim to a great deal of history. The waterfront hotel has welcomed many noteworthy guests over the years, including the Dalai Lama, Elvis Presley and Bob Marley. The recent renovation includes many distinguishing attributes: sweeping lake and city views; upscale accommodations; a full-service spa and wellness facility; three restaurants; and public amenities such as an ice skating rink in the winter and a public pier and boating destination in the summer.

“Our location at the crossroads of the waterfront, downtown and University of Wisconsin campus – combined with the history of The Edgewater – is what distinguishes this property,” said Bob Dunn, the hotel's owner and developer, “What has been most rewarding is seeing how a new generation of Madisonians have embraced The

Edgewater as a place that represents the best of the city. And, what's best of all is that we've only just begun."

The Edgewater builds on its legacy as a special place for celebrations, from weddings, and anniversaries to charitable galas and events. It is also a destination for corporate meetings and retreats. As a private entity, The Edgewater is proud to be hosting more than 150 public events in 2016 – events that are open to the public and hotel guests alike. Happenings include concerts on the water, cultural performances and a number of other unique events – most notably this winter, the Frozen Asset's Festival will be held February 5-7 and hosted in partnership with The Clean Lakes Alliance (501-C3). The Frozen Assets Festival includes three days of family-friendly winter activities put on by The Edgewater to assist with the organization's biggest fundraising event of the year.

For more information, please contact Jessica Arendas, marketing and PR manager of The Edgewater, at (608) 535 8213, or jarendas@theedgewater.com.

About The Edgewater

The Edgewater offers visitors the ultimate Madison experience along the shores of Lake Mendota, unparalleled in the area. The hotel first opened its doors in 1948, and quickly became recognized as a prominent part of the community and culture. The Edgewater has a rich history and throughout the years has hosted an array of celebrities, including Elvis Presley, Elton John, Bob Hope and the Dalai Lama, among many others. Privately owned and operated by a team that lives in, and loves, their city, the hotel reopened after a more than \$100 million renovation in fall of 2014. No effort was spared to showcase the property's breathtaking views, offer unique amenities and focus on creating Madison's place, a community-focused hub of activity that is free and open to the public year-round. To learn more, visit www.theedgewater.com

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