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**THE MAIN CELEBRATES OFFICIAL GRAND OPENING WITH BIG BANDS,
EXCLUSIVE DINING & SIGNATURE PARTIES MARCH 31 – April 2**

Weekend All-Inclusive Ticket Packages Now Available

(March 2017) Norfolk, Va. – On March 31 – April 2, Gold Key | PHR will celebrate the highly anticipated Grand Opening of Norfolk’s newest social and meeting destination, THE MAIN. The public is invited to be the first guests to stay and play at the intersection of Granby and Main starting Friday afternoon with open house tours. As the evening progresses, so do the festivities with the largest after-work party in the history of Norfolk taking place at THE MAIN’s various restaurants and bars. The weekend celebration continues through Sunday with live entertainment, modern food and cool cocktails.

“We’re thrilled to finally unveil THE MAIN to our neighbors with the official Grand Opening celebration weekend,” said Bruce Thompson, CEO, Gold Key | PHR. “Its been a joy to see this vision become a reality and we look forward to having the community join us in this celebration.”

From 2p.m. to 5p.m., THE MAIN will open its doors to the public offering small group tours of the new property. Tour guides will be dressed in WWII garb to reflect the height of the Granby & Main Street era. Guests will be able to explore everything THE MAIN has to offer while learning about the area’s past, present and exciting future.

The weekend of events goes into full swing at 5 pm with Norfolk’s largest happy hour event, featuring food and drink specials at all three of the THE MAIN’s signature restaurants, Saltine, Varia and Grain. Following Happy Hour, guests will head to **THE MAIN PARTY** located in Virginia’s largest hotel ballroom. Decorated to honor the history of Granby and Main, the party will feature three stages and multiple dance floors for a night of dancing to the music of **The Tams, Major & The Monbacks and Buckshot**. The celebration kicks into high gear at 11 pm on Grain’s rooftop patio with live acoustic rock performances. Varia will have Cirque characters mingling with guests and posing for photos while Las Vegas performer-of-the-year Jimmy Hopper entertains in the piano bar.

Saturday guests can meet some of the people behind THE MAIN, including its chefs, cicerone, sommelier and lead bartenders. The experience will include kitchen tours with tastings and pairings in THE MAIN’s three restaurants. Gold Key | PHR CEO Bruce Thompson will give guided tours featuring highlights of the property as well as the various fine art pieces housed within THE MAIN.

Grain and Saltine will celebrate March Madness with a menu of buzzer-beating specialty drinks for the 4 pm game. The 7 pm game will be shown at the Paul Fraim Center for Excellence, which is located on the 4th floor.

THE MAIN Mad Hatter's Masquerade Ball starts at 9p.m. beginning with dinner and a spectacular **Cirque** production of Masquerade with a colorful explosion of athletic artistry and acrobatic audacity. At 10 p.m. the Masquerade Ball starts with imaginative décor and world-class entertainment from DJ's to weekend headliner Big Bad Voodoo Daddy

Big Bad Voodoo Daddy has appeared in concert venues across the world, sold millions of records and had their music appear in hundreds of movies and television shows. With sold out concerts at Hollywood Bowl to Super Bowl performances, the band has had a collection of notable singles including "Go Daddy-O", "You & Me & the Bottle Makes 3 Tonight" and "Mr. Pinstripe Suit".

Weekend packages start at **\$695 per couple** which includes a two-night hotel stay in Hilton Norfolk THE MAIN's standard guest-room, access to all events, shows and dining at any one of THE MAIN's signature restaurants.

For more information on times and ticket packages, visit:

<https://themaingrandopening.com>

ABOUT GOLD KEY | PHR

Gold Key | PHR was founded in 1986 by CEO Bruce L. Thompson in Virginia Beach, Virginia as a modest hospitality management company. Today, with \$500 million in asset value and \$170 million in annual revenue, Gold Key | PHR boasts over 1,300 keys under the Ramada, Hilton and Marriott flags, multiple award-winning restaurants and is the Commonwealth of Virginia's largest hospitality employer. Adding to Gold Key | PHR's list of noteworthy hospitality brands are two highly anticipated projects, The Cavalier, Virginia's first Marriott Autograph Collection Hotel, and the Hilton Norfolk THE MAIN Hotel and Conference Center both slated for completion in 2017. Gold Key | PHR is also active in the development of commercial and luxury residential projects in the mid-Atlantic region. For more information on Gold Key | PHR, visit www.goldkeyphr.com.

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