

FOR IMMEDIATE RELEASE
January 2017

GOLD KEY | PHR™

Press contact:

Mike Stommel

Lucky Break PR

Mike@LuckyBreakPR.com

C) 323-333-2901

**WILLIAM SCHULTZ JOINS GOLD KEY | PHR AS EXECUTIVE CHEF OF THE
CAVALIER HOTEL**

Gold Key | PHR's The Cavalier Hotel is excited to welcome Executive Chef William Schultz to their culinary team. He will manage all Food & Beverage operations at the newly renovated Cavalier Hotel in Virginia Beach, VA ensuring that The Cavalier maintains the highest quality of food service standards.

"I'm honored to be part of such an iconic hotel property and leading the charge in bringing its culinary programs into a modern era that focus on locally sourced and fresh ingredients while paying homage to the culture of the city and the history of the hotel," said Schultz.

Schultz comes to the Gold Key | PHR team with over ten years of experience in the culinary industry. Most recently he was the Executive Sous Chef for the AAA Five Diamond The Fairmont Scottsdale Princess, a resort set in the Sonoran Desert of Arizona. There he was responsible for more than 50 million dollars in Food & Beverage revenue.

Schultz's additional prior experience includes positions as Executive Pastry Chef at The Fairmont Scottsdale Princess in Scottsdale, Arizona, as well as Sea Island Acquisition Company in Sea Island, Georgia, which is the only resort in the world to achieve four Forbes Five-Stars eight years in a row. He was Assistant Executive Pastry Chef at The Mirage Hotel and Casino Las Vegas and the Assistant Pastry Chef at Joel Robuchon L'Atelier at the MGM Grand Las Vegas and the Mandalay Bay Casino and Resort Las Vegas.

A Virginia icon, **The Cavalier Hotel** (cavalierhotel.com), will reopen its oceanfront doors this Summer 2017 after a massive \$75-million+ restoration. Developed by Gold Key | PHR, the newly reimagined property will become the latest luxury class member of Marriott's distinguished Autograph Collection bringing unparalleled accommodations and dining to the mid-Atlantic.

ABOUT GOLD KEY | PHR

Gold Key | PHR was founded in 1986 by current 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 state'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.