

CROSSGATES
MALL



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Dual-Branded Tru by Hilton/Homewood Suites by Hilton ‘Breaks Ground’ at Crossgates Mall

Guiderland, N.Y. – August 16, 2017 – [Tru by Hilton](#), the game-changing new midscale brand from Hilton and [Homewood Suites by Hilton](#), the award-winning upscale, all-suite hotel brand, ‘broke new ground’ on the dual-branded property at Crossgates Mall in Guiderland today. This is the first dual-branded Tru and Homewood Suites by Hilton property to break ground within the Hilton portfolio. This five-story, 192-room hotel is the town of Guiderland’s first new ground up hotel development in over 20 years.

The event was well attended by members of the local business community, and featured speakers including CEO of Pyramid Management Group, Stephen J. Congel; Vice President & Managing Director - Franchise Development at Hilton, Tom Lorenzo; Senior Vice President and President of M&T Bank’s central New York Region, Allen Naples; Guiderland Town Supervisor, Peter Barber; and General Manager of Crossgates Mall, Michael Gately.

The new hotel is scheduled to open fall of 2018 and will feature two separate areas designed for each brand, unique public spaces designed to promote social connectivity, a swimming pool, fitness center and an outdoor sport court.

“We are incredibly excited to partner with Hilton on this exciting dual-branded venture. The addition of this hotel at Crossgates will further solidify its reputation as a premier shopping, dining and entertainment destination,” said Stephen J. Congel, Chief Executive Officer, Pyramid Management Group, LLC.

Future guests will not only enjoy the modern comfort and conveniences of Tru by Hilton and Homewood Suites by Hilton, but also the unique location it offers, as it lies just a short walk from the vast shopping, dining and entertainment opportunities of Crossgates Mall. Business guests can enjoy one of over 20 dining establishments as the perfect setting for cocktails and dinner with a client, while those traveling for play can shop for European-inspired wardrobe pieces at Zara or indulge in a rejuvenating facial or relaxing massage at the award-winning, soon-to-open Spa Mirbeau.

“With Tru by Hilton appealing to a cross-generation of travelers, coupled with the upscale offerings of Homewood Suites, guests traveling to Guilderland will have desirable lodging options without having to sacrifice quality or value,” said Alexandra Jaritz, global head, Tru by Hilton. “Furthermore, we look forward to bringing the new and energetic vibe of Tru by Hilton to the area as we look to reinvent the midscale traveling experience.”

“We are thrilled that Hilton has chosen our town for this innovative product,” said town supervisor Peter G. Barber. “This exciting project will provide residents with in town accommodations for visiting families and friends; it will help local businesses and economic development; and with direct access to interstate highways, it’s at a perfect location.”

M&T Bank provided a construction loan, a critical element of the capital necessary to set the project in motion.

“With Tru by Hilton and Homewood Suites by Hilton, developer Stephen Congel has created an anchor establishment that will help attract visitors to experience Guilderland and Albany County,” said Allen Naples, M&T Bank regional president for the Central New York region. “The new development, with the support of Hilton, will help create jobs and generate new economic activity, and we’re excited to provide the capital to help make it happen.”

For more information about Tru by Hilton or Homewood Suites by Hilton, please visit www.trubyhilton.com and www.homewoodsuites.com.

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About Tru by Hilton

Tru by Hilton is a game-changing midscale hotel brand providing a simplified and spirited approach that is grounded in value for business and leisure travelers. The brand offers modern and functional guest rooms and social connectivity with reimagined public spaces, including an open lobby comprised of four areas where guests can work, play, lounge and eat. Designed to appeal cross-generationally, guests will enjoy complimentary amenities including a Build Your Own ‘Top It’ 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, premium snacks and light meal options will be available for purchase at a 24/7 retail market. Tru by Hilton is part of Hilton Honors, the award-winning guest-loyalty program for Hilton’s 14 distinct hotel brands. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can’t be found anywhere else, free standard Wi-Fi and digital amenities like digital check-in with room selection and Digital Key (select locations), available exclusively through the industry-leading Hilton Honors app. Learn more at www.trubyhilton.com and connect with Tru by Hilton via social media at Facebook, Twitter, YouTube and Instagram.

About Homewood Suites by Hilton

Homewood Suites by Hilton, Hilton’s upscale, all-suite, extended-stay hotel brand with more than 420 locations in the United States, Mexico and Canada, is an award-winning leader. The first choice for guests seeking comfortable accommodations when traveling for an extended or quick overnight stay, Homewood Suites offers inviting, generous suites, featuring separate living and sleeping areas, and fully-equipped kitchens with full-size refrigerators. Additional value-driven essentials include: complimentary Internet, a daily full-hot breakfast and complimentary evening social every Monday-Thursday. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can’t be found anywhere else, free standard Wi-Fi and digital amenities like digital check-in with room selection and Digital Key (select locations) available exclusively through the industry-leading Hilton Honors app. Homewood Suites is focused on guest satisfaction and stands behind each stay with its 100% Suite Assurance® guarantee. For more information on the extended-stay advantage, visit www.homewoodsuites.com or news.homewoodsuites.com.

About M&T Bank

M&T Bank Corporation is a financial holding company headquartered in Buffalo, New York. M&T's principal banking subsidiary, M&T Bank, operates banking offices in New York, Maryland, New Jersey, Pennsylvania, Delaware, Connecticut, Virginia, West Virginia and the District of Columbia. Trust-related services are provided by M&T's Wilmington Trust-affiliated companies and by M&T Bank. © 2017 M&T Bank. Member FDIC.

About Crossgates Mall

Crossgates Mall is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Lord & Taylor, Macy's, JCPenney, Dick's Sporting Goods, Best Buy, Forever 21, Burlington Coat Factory, Dave & Buster's, Lucky Strike Social, Billy Beez and Regal Cinemas with IMAX, and offers more than 180 retail shops, including Apple, restaurants and a food court. Additional information regarding Crossgates Mall can be found at www.shopcrossgates.com, [Facebook](#), Instagram and [Twitter](#).

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Crossgates Mall, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.