



SILVERADO

Resort and Spa
Napa

CONTACT: WAGSTAFF WORLDWIDE

Nicole Kilian / Sarah Logan

415.274.2510

nicole@wagstaffworldwide.com

sarah@wagstaffworldwide.com

**NAPA VALLEY'S ICONIC SILVERADO RESORT AND SPA DEBUTS NEW RENOVATIONS TO
CONFERENCE CENTER AND GUEST ROOMS**

The historic property is reborn with a new look and feel embodying a rich and rustic Napa Valley vibe



Silverado Resort and Spa's renovated Premium One-Bedroom Suite

Napa, CA (April 9, 2014) – A California landmark for more than 140 years, Silverado Resort and Spa continues to be one of Northern California's top destinations for corporate events, weddings, and golf. Recently certified "Gold" by *Elite Meetings*, ranked "2014 Best Wedding Venue" on *Bay Area A-List*, and named one of *Golfweek's* "2013 Best Resort Courses," Silverado Resort and Spa is pleased to announce the completion of its renovations to their 12,000 square-foot conference center, managed by Backen, Gillam & Kroeger Architects, and SWA Group, and its renovations to the 380 guest rooms, by AMB Designs.

Inspired by the 19th century colonial design of Silverado Resort and Spa's historic mansion, the conference center brings out the rustic, agrarian culture of wine country by using rich materials,

including custom carpet bordered by white oak hardwood, oil-rubbed bronze, aged brick, and linen. The center now features classic profiles, trim, wainscoting, and bead boards, all freshly painted in aged white. The lower level conference rooms were transformed into a wine cellar experience with exposed and stained concrete, authentic brick work, controlled lighting, and custom wine racks as décor. Not only was every square inch of wall surface redesigned, but each room also received brand new Manhattan task chairs, banquet seating, tables, and improved internet access and bandwidth.

Silverado's conference center has an intrinsic wrap-around porch in the style of the original colonial plantations. The resort authenticated and enhanced the outdoor experience by extending and re-flooring the deck with new hardwood, and adding bead board ceilings, fluted outdoor fans, and beautiful rocking chairs. Shaded by a century old oak tree, the renovated deck offers groups additional break out space with incredible views of the golf course.

Over the past year, Silverado Resort and Spa and AMB Designs began transforming all 380 guest rooms with a fresh, updated feeling of warmth and luxury, including a new open kitchen design, art work, a redesigned fireplace, crisp Spartan white bedding with paisley and plaid accent fabric, new luxurious shower, stone vanity and additional modern fixtures.

The overall property renovations were sparked by Owner Johnny Miller, whose first initiative was to renovate the PGA championship North Course, reintroducing players to the property's world-class golf program. All of the resort renovation efforts combined have made Silverado Resort and Spa the perfect property to host the 2014 Frys.com Open this October. Further details on the 2014 Frys.com Open will be announced later this spring.

For more details, to book a room, or to reserve event space, please visit www.silveradoresort.com or call (1) 800-532-0500.

Silverado Resort and Spa

A California landmark for more than 140 years, Silverado Resort and Spa began its life as a private estate and was converted into a contemporary resort featuring 380 guest rooms, a 15,000-square foot conference space, two PGA championship golf courses and two signature restaurants. Now owned by World Golf Hall of Fame member and lead NBC analyst Johnny Miller, the resort recently underwent renovations to its North Course, resort rooms and event spaces. Surrounded by Napa Valley's more than 540 wineries, the resort also features a 16,000 square foot spa, 10 secluded swimming pools, 13 tennis courts and other recreational offerings. This October 8-12, the resort will host the Frys.com Open on its championship North Course. For more information on the resort or to make reservations, please visit www.silveradoresort.com or call (1) 707-257-0200 or (1) 800-532-0500.

Dolce Hotels and Resorts

Dolce Hotels and Resorts, a privately held operator of 27 upscale hotels, resorts and conference hotels in North America and Europe founded in 1981, is majority-owned by Broadreach Capital

Partners. The company, headquartered in Rockleigh, N.J., employs more than 4,000 worldwide. Additional information is available at www.dolce.com.

Dolce's portfolio includes properties in New York, Connecticut, New Jersey, Massachusetts, Pennsylvania, Maryland, Georgia, Michigan, Minnesota, Colorado, California, Ontario, Texas, Nevada, Belgium, France, Spain and Germany.

As a leader in the meetings industry, Dolce hosts some 30,000 events and 4 million group clients globally every year. The company's founder pioneered the conference center concept and Complete Meeting Package, both now embraced as standards by the International Association of Conference Centers.

The company's vision is to create inspiring environments that bring people together, and its mission is to delight its guests, challenge its associates, reward its owners and serve as a role model in its communities.

#