



HOTEL CHICAGO
WEST LOOP

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For Immediate Release

Hotel Chicago West Loop Gives Back with “HeART & Soul” Initiative

Charity Partnerships Demonstrate Boutique Hotel’s Commitment to the Community



CHICAGO (March 11, 2020) – The three-year-old independent [Hotel Chicago West Loop](#), which is renowned for providing an alternative art gallery experience, has announced a new mission aimed specifically at giving back to the community. Through a charitable initiative called HeART & Soul, the boutique hotel is proactively seeking out and supporting a variety of local non-profit endeavors. From exhibiting artwork by Shirley Ryan AbilityLab patients with severe conditions to serving lunch to families in need at Ronald McDonald House Charities® of Chicagoland & Northwest Indiana, Hotel Chicago West Loop’s dedication to philanthropy runs deep.

“The sentiment of our tagline, ‘*Chicago’s neighborhood hotel and art gallery*,’ is reflected by how we support and give back to the community around us,” said General Manager Jean-Luc Laramie.

The following is a list of all the different HeART & Soul partnerships and activities currently in place at Hotel Chicago West Loop:

- The Annex | Shirley Ryan AbilityLab Showcase – ongoing art exhibit at the hotel and donation program whereas the hotel gives 10% of each room rate to the hospital’s Art Therapy classes. More info appears below.
- Ronald McDonald House Charities® of Chicagoland & Northwest Indiana
 - hotel staff donates time to serve meals to families through the Culinary Hearts program (last outing was March 2 as illustrated in the accompanied photo)
 - a special reduced rate plan
- American Cancer Society – a special reduced rate plan
- American Red Cross – a special reduced rate plan
- Illinois Medical District Guest House – a special reduced rate plan
- Donated hotel stays to raise money for Tickled Pink for Bright Pink - Breast Cancer Awareness
- Donated hotel stays to raise money for Kaleidoscope 4 Kids – a Foster Child program
- Donated hotel stays to raise money for Rebecca's Dream - Changing the Face of Depression
- Donated hotel stays to raise money for Uncork your Support - RMHC
- Donated hotel stays to raise money for Art in Motion - SRAlab Art Therapy Program

In February 2019, Hotel Chicago West Loop announced a partnership with Shirley Ryan AbilityLab (formerly the Rehabilitation Institute of Chicago) — the global leader in physical medicine and rehabilitation for adults and children with the most severe, complex conditions — to display and sell more than 30 pieces of art by patients with functional impairments. The inspiring Annex | Shirley Ryan AbilityLab Showcase, shown in the hotel’s rotating gallery wing on the third floor, recently introduced a brand-new rotation of art by 11 artists who have survived a range of catastrophic injuries and complex conditions, from spinal cord and brain injuries to rare mobility disorders and paralysis. Art Therapy at Shirley Ryan AbilityLab leverages the creative process to help improve the physical, mental and emotional well-being of patients.

More About Hotel Chicago West Loop:

Hotel Chicago West Loop is a stylish boutique property that has been called one of the Top 10 budget-friendly hotels by *USA Today*. A stay here includes cultural immersion, as the dual-purpose “neighborhood hotel” doubles as a full-functioning art gallery. The Annex at Hotel Chicago West Loop encompasses the lobby, all four levels of guest hallway spaces, and select guestrooms with over 100 pieces of 2-D media including murals, both permanent works and rotating exhibits. To further support the local arts community, Hotel Chicago West Loop donates 10% of all regular room rates (when booked using promo code “ANNEX”) to designated local non-profit organizations that promote artistry such as Shirley Ryan AbilityLab.

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