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BLUE MAGNET INTERACTIVE MARKETING ANNOUNCES PARTNERSHIP WITH MIDTOWN ATHLETIC CLUBS
Blue Magnet to provide digital marketing services for Midtown's first hotel.

CHICAGO, IL., May 17, 2018 – Blue Magnet Interactive, a leading hospitality digital marketing agency, announces an expanded partnership with Midtown Athletic Clubs. Blue Magnet Interactive and Midtown Athletic Clubs will collaborate to grow The Hotel at Midtown online presence.

The hotel, which opened doors in November 2017 following a \$80 million dollar transformation of the Midtown Athletic Club Chicago, serves as Midtown Athletic Clubs' first hotel. Blue Magnet Interactive brings 11 years of hospitality expertise to the partnership as Midtown Athletic Clubs venture into the hotel business.

Located at 2444 N. Elston Ave, Chicago, IL 60647, the 55-room luxury fitness-centric resort is designed for the active traveler. Guests of The Hotel at Midtown Athletic Club enjoy full access to the premier fitness club, featuring indoor tennis facilities, cycle classes, aquatics, boxing programs, group fitness opportunities, a yoga studio, and more. Spanning the fourth and fifth floors, the hotel includes four custom-designed suites, including one designed by V Starr Interiors, the design firm of famed professional athlete Venus Williams, as well as a rooftop bar.

Blue Magnet Interactive initially focused on the design and development of a new custom [hotel website](#), which showcases the hotel's array of unique amenities and provides direct-booking opportunities. Blue Magnet Interactive and Midtown Athletic Clubs will continue their strategic partnership by developing and executing digital marketing strategies using search engine optimization (SEO) and paid advertising to promote The Hotel at Midtown.

"Blue Magnet Interactive was excited to have been selected by Midtown Athletic Clubs to help develop and launch the new website for The Hotel At Midtown in 2017," said Matt Bitzer, Blue Magnet's chief executive officer. "This year Midtown has again partnered with Blue Magnet to help shape the hotel's ongoing digital marketing strategy and promote its unique fusion of world-class hospitality and wellness online."

"The Hotel at Midtown is delivering on the promise of providing luxury resort amenities coupled with unparalleled health-and-fitness offerings to our guests," said Steven Schwartz, Midtown Athletic Clubs' President and CEO. "A strong digital presence is an important part of delivering on that promise and by working with Blue Magnet Interactive as our partner, more guests will experience this innovative concept."



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For more information on Blue Magnet Interactive, visit www.BlueMagnetInteractive.com.

For more information on Midtown Athletic Clubs, visit www.Midtown.com.

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About Blue Magnet Interactive

Blue Magnet Interactive is a full-service hotel digital marketing agency, offering a complete range of internet marketing services designed to increase a hotel's digital presence and convert its online traffic into on-property guests. The agency's unique approach integrates the most crucial digital channels, including website design and development, paid advertising, search engine optimization, social media, and email marketing services.

About Midtown Athletic Clubs

Midtown Athletic Clubs began as a single tennis club in Chicago and has grown to become a leader in the upscale tennis and fitness club industry. Midtown comprises 8 magnificently appointed clubs throughout the U.S. and Canada, combining health and wellness with community and personal attention in an environment designed to build memories as much as it does muscles. Tennis is in Midtown's DNA. Midtown has been the country's premier tennis club since 1970 and its clubs continue to offer world-class indoor and outdoor tennis courts and instruction. Midtown is family-owned and is committed to providing the world's finest clubs.