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## Press Release

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### FOR IMMEDIATE RELEASE

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### **Hokie Football Isn't the Only Thing About to Start this Fall: The Colosseum is Breaking Ground in Blacksburg**

**Blacksburg, Va. – Sept. 22, 2008** – “Get there early, they’re scanning tickets,” have been the words of advice to Virginia Tech fans during the opening weeks of Hokie football. But coming fall 2010, fans who stay at The Colosseum won’t have to worry. A private game-day shuttle will whisk them from a fabulous pre-game party straight to the gates of Lane Stadium with plenty of time to spare.

This is one of the many amenities offered by The Colosseum, Virginia’s first luxury sports condominium hotel, which broke ground Sept. 12. The Colosseum held a groundbreaking event at the new site located on Dowdy Drive in Blacksburg, just off Route 460. Attendees included:

- Mike Burnop, Network Analyst and Virginia Tech Hall of Famer
- Lu Merritt, Virginia Tech Director for Intercollegiate Athletics
- The Honorable Ron Rordam, Town of Blacksburg

“The Colosseum will be the ultimate experience for Virginia Tech fans and alumni,” said Virginia Tech Hall of Famer Mike Burnop, network analyst for Hokie Sports. “We want to start that off right with a celebration that is representative of things to come.”

Developed by a local builder and Virginia Tech alumnus, the two tower, six-story, 241-unit condominium hotel will provide “an experience beyond just lodging not currently found in the New River Valley,” said owner/developer Mark Kinser, president and CEO of Unlimited Construction.

“Virginia Tech and Blacksburg are a home away from home for many alumni and their families,” said Kinser. “We want to go beyond giving them a place to stay for the weekend, and provide a relaxing and enjoyable experience that will encourage them to visit often and support our community.”

Featuring classic Roman architecture and modern design, The Colosseum combines the benefits of a luxury hotel with the investment value of a condominium. That means buyers can purchase a luxury, fully furnished suite without the hassle of maintaining a



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property away from home. Managed by Salamander Hospitality, an award-winning manager of exclusive hotels and resorts, The Colosseum offers a private clubhouse, day spa and special event space. Game day enthusiasts can also take advantage of extras such as childcare, pre- and post-game parties, game day shuttles and underground parking.

Not only do you gain the ultimate fan experience, but you can also feel good about your purchase, knowing that it is supporting the Virginia Tech community.

A generous supporter of Virginia Tech athletics, The Colosseum will donate a portion of the sale of each unit, up to \$500,000, to the construction of the new basketball facility. The donation will be made in the name of the buyer, who will also receive Hokie Points toward preferred seating and parking for the contribution.

Likewise, The Colosseum has committed to endow a permanent \$100,000 scholarship for a student athlete pursuing a degree in property management or hospitality and tourism management, and offer internships to building and construction students during the construction phase.

Potential buyers and interested parties can keep track of the construction phase which will begin soon by viewing a live web-cam posted on The Colosseum website. Expected completion is fall 2010.

For additional information call 1-800-U-GO-TECH or visit [www.thecolosseumblacksburg.com](http://www.thecolosseumblacksburg.com).

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