



CENTURY SQUARE



VALENCIA GROUP

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Midway and Valencia Group unveil the 'first look' at Cavalry Court and The George

Full-service hotels to provide burgeoning Brazos Valley region community and seasoned travelers new luxury options

HOUSTON (April 28, 2016) - [Midway](#), the developer behind successful mixed-use developments such as CITYCENTRE in Houston, in conjunction with its hotel partner [Valencia Group](#), today unveiled design plans for two new hotels - the 141-room **Cavalry Court** and 162-room **The George™** - that will be housed within the Century Square development in College Station, Texas. With convenient access to Texas A&M University, 290,000 SF of shopping and entertainment options, as well as easy access to major streets and highways, both hotels will offer a new luxury hotel option for travelers and local residents. Construction on the hotels is expected to take 13 months, with a completion date set for Fall 2016.

"College Station continues to be one of the fastest growing cities in the U.S. and is evolving as a vibrant 24-hour destination," says Midway CEO Jonathan Brinsden. "By offering hotel options such as Cavalry Court and The George, we're not only fulfilling the city's demand for luxury lodging, but also helping to create a special synergy in the neighborhood that will be appealing to a variety of travelers," Brinsden adds.

"It is exciting to witness the continued progression of Century Square and its two unique hotels," said John Sharp, Chancellor of The Texas A&M University System. "As another of our public-private partnerships (P3), Century Square will add a new revenue stream to Texas A&M University that will be used to support the core mission of teaching, research and service. Century Square - including these two new hotel options - will become a true 'destination location' for visitors from around the region and around the country and we all look forward to each phase as it unfolds."



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Nestled in a region steeped in Texas history and military traditions, guests staying at **Cavalry Court** will find elements and amenities reflecting the area's tried and true heritage. From the entry courtyard, guests are ushered into a grove of shaded trees, which provides a cool and protective canopy during the hot summer months. As they continue through the walkway, the soothing sound of water coming from a nearby trough-shaped fountain begins to envelop the space. **Cavalry Court's** designer - [Rottet Studio](#) - utilizes water as a defining element throughout the property as the main courtyard unveils another long and narrow water feature, giving outsiders a sense of a formal reflecting pool. Designed to resemble a military parade ground or military camp with its implied grid, guests will find defined areas of the hotel's courtyard populated with features such as fire pits for intimate outdoor gatherings, while the outdoor poolside pavilion provides the perfect venue for music and events featured throughout the season. These amenities along with a variety of meeting spaces provide a wide range of options that will appeal to both leisure and business travel. The retro-military concept continues throughout with pool cabanas that take on the shape of camp tents, guest room buildings carrying nostalgic names such as "the Barracks" or "Officers' Quarters", while the hotel's onsite restaurant is appropriately referred to as "The Mess Hall." Room balconies open up to a large Texas sky and wide corridors overlooking the communal courtyard also allows a pleasant retreat for guests.

"Our philosophy is to create an oasis where people can come together and feel comfortable and refreshed," says Founder, President and CEO of Valencia Group Doyle A. Graham, Jr. "The spirit and hospitality of College Station has been the perfect muse in helping us design and craft a refuge that will be enjoyed by all."

The George™ offers an authentic, refined and local hotel experience, complete with 162 rooms and suites. Fashioned in a vintage contemporary aesthetic, [MaRS Design](#) - the hotel's lead designer - accents the entire property with art installations that are rooted in the agriculture and mechanical community while paying subtle homage to the region's railway station, the town's namesake. The luxury hotel's interior suites and king rooms feature plush linens alongside stylish wood furniture



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accents, while baths offer eclectic touches such as rectangular farmhouse-styled sinks and contrasting honeycombed tiled floors. **The George™**'s name is a nod to the many famous Georges who helped change industry or history. Every aspect of the hotel is handcrafted with authentic and regional details, providing a sense of the spirit of College Station and the surrounding landscape. Outside the hotel room, guests will enjoy an expansive outdoor courtyard, perfect for stargazing or basking in the warm sunshine on a relaxing afternoon. **The George™**'s expansive porch and restaurant pavilion will provide one of the best views into Century Square's main outdoor plaza, an open-air greenspace filled with music and special events year-round. Business travelers and meeting planners will be delighted to find dynamic and flexible meeting spaces, as well as a modern craft beer and liquor bar, conveniently located in the hotel's foyer - a welcomed amenity for networking and social functions.

Century Square features 60 acres of preferred retail, restaurant, and entertainment options and 90,000 S.F. of Class-A office space outfitted in a contemporary, modern aesthetic. Earlier this year, the project announced the addition of Studio Movie Grill and Blaze Pizza. Additionally, Century Square also will house 100 Park, an exclusive 250-unit multifamily complex designed to accommodate the unique needs of working professionals living or relocating into the area. Century Square's first phase is anticipated to be complete by Fall of 2016.

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About Midway

Midway's purpose is to create enduring investments and remarkable places that enrich people's lives. Houston-based Midway is a privately owned, fully integrated real estate investment and development firm that has provided the highest level of quality, service and value to its clients and investors for more than 48 years. The Midway portfolio of projects completed and/or underway



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consists of approximately 45 million square feet of properties in 23 states and Northern Mexico ranging from mixed-use centers, corporate headquarters, multi-family, entertainment, hospitality, business and industrial parks, and master-planned resort and residential communities. Since its inception in 1968, Midway has created projects of distinction, aesthetic relevance and enduring value for its investors, clients and local communities. For more information on Midway, visit midwaycompanies.com.

About Valencia Group

Houston-based Valencia Group is a fully integrated hospitality company that provides management, development, branding and repositioning services for independent, full-service hotels owned by the company, in addition to third parties. Exceptional service, style and location have become brand trademarks. Earning both national and international recognition for their distinctive designs, amenities and settings, Valencia Group properties are destinations and gathering places within their respective communities, some further benefitting from and enriching their space within the cultural heart of a city. The company continues to forge a niche with hotels that anchor and add value to urban, mixed-use environments, which further support or enhance the guest experience with superior residential, restaurant, retail and office components. The Valencia Group portfolio currently includes Hotel Valencia Santana Row in San Jose, CA; Hotel Valencia Riverwalk in San Antonio, TX; Hotel Sorella CITYCENTRE in Houston, TX; and Hotel Sorella Country Club Plaza in Kansas City, MO. Its newest concept, Lone Star Court, is a reinterpretation of the nostalgic motor court. The flagship is located at The Domain in Austin, TX, and a second, Cavalry Court, is underway in College Station, TX. Also in the development and construction phase are The George™, which will debut in tandem with Cavalry Court in fall 2016, plus Valencia Group's first five-star property, Hotel Alessandra Houston - anticipated to become a downtown landmark in early 2017. For more information, please visit www.valenciagroup.com.