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YOTEL NEW YORK CELEBRATES NYC MARATHON WITH POP-UP SHOP AND RESCUE SPA FOR RUNNERS

JACKRABBIT POPUP STORE AT YOTEL HELPS RUNNERS GEAR UP AND WIND DOWN AFTER RACE DAY

New York, NY (October 2, 2013) **YOTEL New York** will celebrate the **New York City Marathon** on Sunday, November 3 with special offerings to prepare and pamper guests before and after the big race. JackRabbit, New York City's premier running specialty store, will host a pop-up featuring products geared towards the marathon experience for runners. In addition, YOTEL New York will offer all Marathon runners a free beer as well as post-race complimentary massages on Sunday.

The JackRabbit pop-up store will be open to guests November 1-3 from 3pm-6pm in the hotel's Club Lounge. To prepare runners for the big race, JackRabbit will sell its New York City branded apparel, as well as nutritional items just for runners, such as Gu Chomps, PowerBar Gels, Cliff Blocks, Honey Stinger protein bars and salt tabs. After the marathon, the NYC running specialty store will replace nutritional items with recovery themed products, like CEP compression socks/sleeves, Zensah sleeves, TriggerPoint series footrollers, TriggerPoint series quadrollers and cooling gel packs.

On Saturday evening, a nutritious pre-marathon pasta dinner will be available to guests at the restaurant, 'Dojo' to include a selection of pasta ranging from orechiette, penne or rigatoni with choice of bolognese marinara or rapini aioli sauce. All pasta dishes will be accompanied by a selection of salads and dessert. The 'Carb-Up' station will be available on Saturday, November 2 from 5pm-9pm for \$12.95 per person.

YOTEL New York will also have two expert masseurs onsite in their 'Marathon Rescue Spa' cabins to provide complimentary foot and shoulder massages. The ten-minute massages along with a complimentary beer will be offered to accomplished runners on marathon day from 3pm-7pm.

Both pop-up stores at YOTEL will be in the Club Cabins, located on FOUR.

About YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL's first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. 'Premium' cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the 'extra' factor there are 19 'First' cabins, some with private outdoor terraces and hot tubs and three 1,100 sqft VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world's first robotic luggage concierge, and 'FOUR' with 20,000 sqft of flexible entertainment space to include 'Dojo' restaurant, Club Lounge surrounded by private bookable cabins and DJ at the weekends, New York's largest outdoor hotel terrace and Studio for meeting, cinema screening and parties. YOTEL New York received its LEED "Gold" Rating from the U.S. Green Building Council in 2012, signifying the hotel's dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol and will be opening a 600 cabin property on Orchard Road, in the city centre of Singapore in 2018.

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