



FOR IMMEDIATE RELEASE:

**HERE'S SOMETHING TO RAISE YOUR GLASS TO:**  
**HAPPY HOUR INSIDE AT AVIA® LOUNGE**

**It's a Soiree Worth Toasting - Sunday Through Thursday, 4-7pm**



Wichita, KS (April 21, 2010) – AVIA The Woodlands, the hip boutique-style hotel and anchor of Market Street, is launching a new Sunday through Thursday Happy Hour starting May 1 from 4-7pm. The Lounge, a sophisticated retreat with an intimate and upscale vibe, will be the backdrop for this early evening gathering.

Each night will bring with it a new celebration that will appeal to a wide variety of imbibers. **Sunday is S.I.N.**, (Sunday Industry Night) an evening for those working in the hospitality industry. From bellboys to busboys, caddies to cashiers, the night will be abuzz with story swapping plus \$2 off all beer and wine as well as half-price libations. Mondays can be shaken or stirred with all martinis offered at \$8.00 in honor of **Martini Monday**. Guests can do their best Carrie Bradshaw impersonation over a chilled Cosmo or assume the role of James Bond with a double-olive martini. Guests can tip their ten gallon hats to the Lone Star State

on **Texas Tuesdays** with all Texas brewed beers offered at \$3, Texas distilled liquors just \$6.00, and all Texas grown wines a mere \$5 a glass. Uncork a bottle of vino on Wine Wednesdays where all bottles are just half price and wine by the glass is \$2 off. AVIA goes wild with **Thursday Cougars Night**, what old-school types call ladies night, with \$2 off wine by the glass, half-price libations, and \$8 "Cougartinis."

During its Happy Hour AVIA will also offer a selection of small savory plates for just \$5. Once the clock strikes 7pm, there is no need to run off. Guests are invited to stay and experience "the art of living well," a philosophy embraced by the AVIA staff and quickly adopted by those who cross the hotel's threshold. The Lounge is open until the late evening with the resident mixologist pouring signature cocktails, premier wines and hand-crafted brews from behind the intimate bar. Guests can sip and savor at one of the high-top tables, sinkable sofas, or handful of leather stools that front the bar.

AVIA anchors Market Street at The Woodlands, an exclusive shopping and lifestyle enclave just north of Houston featuring a town center design and a collection of boutiques, restaurants and entertainment. AVIA's new Happy Hour launches May 1 and will continue Sunday through Thursday from 4-7pm inside the hotel's Lounge. AVIA is located at 9595 Six Pines Drive at Market Street. For more information, call 281.203.5005, or visit [www.aviahotels.com](http://www.aviahotels.com).

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#### **About AVIA**

AVIA is a new boutique hotel collection from LodgeWorks, L.P. of Wichita, Kansas. Launched in September 2007, AVIA infuses sophisticated, locally inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks has teamed with accomplished boutique hotel designer Colum McCartan and other industry innovators to create the AVIA presence. Highlighted by local flavor and an air of discovery, the AVIA experience embodies "the art of living well" that is sought by boutique hotel travelers. Four hotels comprise the AVIA collection, with properties located in Savannah, GA; Napa and Long Beach, California; and at The Woodlands, north of Houston, TX. For more information, visit [www.aviahotels.com](http://www.aviahotels.com).