



THEMUSEUM announces new food and beverage collaboration for store front

Craft beer, great food and programming and a “living newspaper” to be offered

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Kitchener, ON – THEMUSEUM, located in Downtown Kitchener, is pleased to announce that it has selected a new partner to operate its King Street storefront beginning this fall. A call for proposal was issued in the spring inviting interested businesses or individuals to respond with their unique proposal outlining how they could collaborate with **THEMUSEUM** complementing both its brand and programming while enhancing downtown Kitchener.

THEMUSEUM received a total of ten applicants and three were selected for in-person interviews based on their proposals creativity and overall fit.

“The application process had ten new businesses expressing interest to relocate to the downtown core, which bodes well for **THEMUSEUM** and Kitchener’s future,” said David Marskell, CEO of **THEMUSEUM**. “When selecting a new partner, we were committed to selecting a business that would operate successfully -featuring the creativity of craft beers and great affordable food - while creating a unique gathering place for dialogue with an overall fun and welcoming atmosphere.”

The Cambridge Hotel & Conference Centre, who operates **The Bruce Restaurant & Lounge** and **Bruce Caboose Food Truck and mobile catering** has been selected. “They have extensive food and beverage knowledge and a willingness to work with **THEMUSEUM**’s brand to serve our approximate 90,000 visitors who visit each year while attracting additional young professionals into the evenings.”... Said Marskell

Martin Castellan, co-owner of **Cambridge Hotel and Conference Centre** commented “We are extremely pleased to play even a small part of the revitalization of downtown Kitchener. We feel fortunate to have been given this opportunity to bring our team’s creativity, passion and artistic flair for great local food, craft beer and overall experience to the community. Along with General Manager Billie-Anne Arthur and Executive Chef Aaron Clyne, we are working through design and menu concepts that we believe will be as authentic and unique as **THEMUSEUM** itself.” The Cambridge Hotel has participated in many Kitchener community events the past years, including some held at **THEMUSEUM**. “We are looking forward to our partnership and becoming a permanent fixture in the downtown Kitchener core” said Castellan.



As part of the selection process **The Waterloo Regional Record** submitted a proposal to bring a “living newspaper” to **THEMUSEUM** with guest speakers, performers and panels will also be collaborating with **THEMUSEUM** and **Cambridge Hotel** to offer periodic unique and creative programming.

Publisher of The Record, Donna Luelo said.....

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Marskell went on to say....”Both organizations have identified **THEMUSEUM**’s creative space as a place for celebration and the potential for increased special events and consumer related shows as an extension of what **THEMUSEUM** already offers.

A name for the space will be announced at a later date and will open in the fall. The almost 1,600sq ft has been upgraded and is currently being used by community partner **Year of Code** which will be followed by **Stone Soup Blues Pop Up**. The last three weeks of summer it will be filled with Summer Camps created by **THEMUSEUM**.

For more information, please contact:

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