



## “B” announced as playful new name for restaurant

THEMUSEUM’s storefront set to open in October

*For immediate release.*

**Kitchener, ON** – The Cambridge Hotel & Conference Centre has announced the name of its new restaurant, which will operate in partnership with THEMUSEUM: **B @ THEMUSEUM** will open October 9, in time for Oktoberfest.

“In wanting to form the best possible partnership with THEMUSEUM, we wanted to acknowledge the fact that we exist at THEMUSEUM. Furthermore, and this maybe gets a little philosophical, we wanted to embrace the concept of ‘be something,’” said Martin Castellan, co-owner of **The Cambridge Hotel & Conference Centre**, when explaining the decision to name the space. “B Authentic, B Unique, B Craft, B Cool, B Kind, B Yourself, and **B @ THEMUSEUM**. It has a pretty deep meaning to me and our team, and I think it can mean something fun and positive to all of us. Oh, and the name ‘Cheers’ was already taken by some pub in Boston.”

The space is currently under full renovation with a new bar and décor being installed. The atmosphere will play on themes of curiosity, and spark the imaginations of young professionals, families and adults. The new menu will feature ten craft beers, as well as one cask ale with an emphasis on local breweries.

“Downtown Kitchener has always had a special place in my heart with its amazing energy and it offers a little something for everyone,” said Robin Lefebvre, the new Beer & Hospitality Manager. “I’m over the top excited that we are able to be a part of this great community environment with offering a new food and beverage experience to the heart of our downtown.”

“Food and beverage has always been an important component for our visitors,” said David Marskell, CEO of **THEMUSEUM**. “**B @ THEMUSEUM** will be a welcoming, new and unique venue that will attract people downtown.”

“Much of THEMUSEUM’s recent growth has come from revenue generation from hosting special events, corporate events and weddings in our creative space. Working with **B @ THEMUSEUM** will allow us to continue expanding which will positively reflect THEMUSEUM’s events and exhibitions, and help create a real destination for Waterloo Region,” continued Marskell.

IDEAS TRANSCENDING OBJECTS

10 King Street West, Kitchener, ON, N2G 1A3 | 519 749 9387 | THEMUSEUM.ca



**B @ THE MUSEUM** looks forward to welcoming the community to celebrate their official debut on October 9 when visitors can enjoy the new menu's food and drink, as well as the atmosphere it will have to offer. You can follow them on Twitter at **@B\_DTK**.

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