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**FOR IMMEDIATE RELEASE**

**Now open: Aloft Atlanta at The Battery Atlanta**

*New 142 room boutique hotel added as part of Cobb’s preeminent entertainment destination introduces evolved social hospitality scene*

**ATLANTA (September 9, 2020) –** The Braves Development Company today announced the opening of [Aloft Atlanta at The Battery Atlanta](https://www.marriott.com/hotels/travel/atlae-aloft-atlanta-at-the-battery-atlanta/?_=&aff=MARWW&affname=1011l12512&co=WW&nt=PH) – a preferred hotel of the Atlanta Braves. The vibrant 142-room hotel is located along Battery Avenue, steps from Truist Park.

Aloft Atlanta’s urban, contemporary architecture complements the interior industrial design elements, including the eclectic vibe of the lobby. Loft-inspired guestrooms and suites are complete with oversized TVs, rainforest showers and free high-speed internet. Amenities include a fitness center and the Re:fuel café stocked with fresh, fast and flavorful breakfast meals and 24/7 grab-and-go options ranging from snacks to beverages. Its pet-friendly Animals R Fun (Arf®) program offers a special bed, bowl and treats for four-legged traveling companions to use.

Designed with multifunctional open spaces, Aloft Atlanta at The Battery Atlanta connects guests with technology and entertainment, all while boasting a vibrant social scene. The brand’s signature WXYZ Bar is the perfect place for craft cocktails and light bites. The Re:mix lounge is a convenient nightlife experience, welcoming local artists to perform intimate sets in front of travelers and the community.

The hotel is ideally situated at The Battery Atlanta, a one-stop spot for shopping, dining and experiential offerings. Hotel guests can catch an Atlanta Braves baseball game at Truist Park, explore a curated selection of exclusive retailers, dine at the hottest restaurants or attend a concert at the Coca-Cola Roxy.

“The overall design of Aloft Atlanta at The Battery Atlanta differentiates it from traditional hotels,” said Jeremy Strife, Executive Vice President of Development of Braves Development Company. “The boutique hotel’s amenities not only complement our live, work, play and stay destination, but also cater to the needs of our fans and guests.”

“The Aloft brand has perfected an environment evolved to accommodate the lifestyle of their travelers, and we are confident our visitors and locals will come to find it’s a bold new way to experience The Battery Atlanta and Braves baseball,” said Mike Plant, President & CEO of Braves Development Company.

“Encore Enterprises is excited about its partnership with Braves Development Company,” said Glenn Pedersen, President of Encore Hospitality. “The Battery Atlanta and the Atlanta Braves are first-in-class and we look forward to a long partnership and many years in The Battery Atlanta.”

The metro-Atlanta community is invited to drop by the WXYZ Bar to grab a drink and check out live music at the Aloft Atlanta at The Battery Atlanta. Guests should review government guidance for travel here: [travelguidance.marriott.com](https://travelguidance.marriott.com/). Face coverings are required in indoor public areas throughout the hotel.

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**About The Battery Atlanta**

The Battery Atlanta, a 2 million square-foot mixed-use development, located at the intersection of I-75 and I-285, offers an unmatched mix of boutique shopping, market-exclusive entertainment experiences, chef-driven restaurants, the Omni and Aloft Hotels, The Coca-Cola Roxy and 531 residences. The complex includes offices One Ballpark Center, Comcast’s regional headquarters; Two Ballpark Center, home to SPACES; Three Ballpark Center (opening 2021), which will serve as thyssenkrupp’s North American headquarters; and Four Ballpark Center (opening 2020). Powered by Comcast’s all-fiber network and delivering multi-terabit capabilities, The Battery Atlanta has the highest-capacity network serving any mixed-use development in the nation. For more information on The Battery Atlanta please visit [batteryatl.com](http://www.batteryatl.com) or connect on [Facebook](https://www.facebook.com/batteryatl), [Instagram](https://www.instagram.com/batteryatl/) and [Twitter](https://twitter.com/batteryatl).