



FOR MORE INFORMATION CONTACT:
Carla Minsky, Communications
920.924.0297 or cminsky@charter.net

FOR IMMEDIATE RELEASE

**FAN OF INDEPENDENT HOTELS WILL FIND THIS NEWS FROM WISCONSIN'S JEFFERSON STREET INN
TO BE VERY REWARDING**

WAUSAU, Wis. (May 28, 2013) – If you're the type of traveler who always seeks out independent hotels when traveling for business or leisure, then you may already be familiar with the Stash Hotel Rewards® network, the largest loyalty program for independent hotels in the United States. Now, if you're also a regular visitor to northern Wisconsin, take note. The Jefferson Street Inn has just been welcomed in to the Stash network of nearly 200 other one-of-a-kind properties. On top of that, the inn was just named a TripAdvisor® Certificate of Excellence winner for the third year in a row. This award from the world's largest travel site recognizes the top-performing 10% of all businesses worldwide on TripAdvisor.com. For reservations at Jefferson Street Inn, log on to www.JeffersonStreetInn.com or call 866-855-6500.

Stash membership is free and it gets you five points for each dollar spent on eligible room rates, redeemable at independent hotels across North America, including the Caribbean and Hawaii. There are no blackout dates and points never expire. You can enroll at www.StashRewards.com.

Stash Rewards features hotels that convey a unique story and were designed with a spirit that reflects their locales – they refer to them as “places with soul.” The “soul” of the Jefferson Street Inn is very much tied to its location - it anchors Wausau's downtown historic and artistic river district. From the front door at 201 Jefferson Street, guests can stroll across the street to the city's famed 400 Block, the downtown square that is the site of summer concerts and farmers' markets. For a full schedule of events, access the local visitor bureau's site at www.VisitWausau.com.

The Jefferson Street Inn was built in 2005 with encouragement from the city to create a city center conference hotel. It offers 100 guest rooms, ample banquet and meeting space, and an on-site restaurant,

City Grill. Fitness-minded guests will want to check out the recent upgrades to the indoor swimming pool and fitness center. It is a pet-friendly property and Travel Green Wisconsin-certified. The hotel's two most popular packages are the Dog House Package for those needing to make good on a romantic getaway, and the Girlfriends Spa Package which includes a credit toward services at the adjacent DaySpring Health Spa.

The Jefferson Street Inn is managed by IDM Group, LLC, www.InnDevMgmt.com, headquartered in Madison, Wis.

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Jefferson Street Inn • 201 Jefferson Street, Wausau, WI 54403
www.jeffersonstreetinn.com • 866.855.6500