

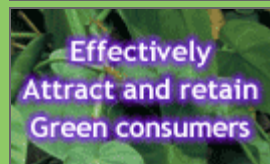
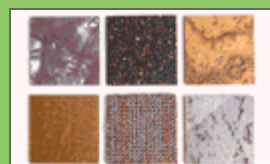


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## The Charles Hotel Launches Juice Bar for Cars, Bike Program

03/24/2009



CAMBRIDGE, MASS.—On Earth Day, April 22, The Charles Hotel will introduce several new green initiatives: The Charles Hotel "Juice Bar" for electric cars, the nanoMAX small car detection system, and a Hotel Bike Program.

As a recipient of the Good Earthkeeping Award by the American Hotel and Lodging Assn., The Charles Hotel has long been dedicated to being "green." The Juice Bar,

which is located in the ProPark America managed hotel garage, will allow customers to charge their hybrid and electric cars for free. Two separate parking stalls will be equipped with dual charging outlets, featuring a GFI protected outlet with 50/60 AMP, 240 volt and 20 AMP, 120 volt service, which will electrically charge cars between two to four hours. As an added service, The Juice Bar will keep an extensive inventory of back-up adapters on hand for popular EV models for guests who may have left theirs behind.

"Being in Harvard Square, and with neighbors like Harvard, MIT, and A123, an inventor of lithium ion batteries, it is crucial that we play a role in protecting our planet and helping our environment," says general manager Alex Attia.

### Small Cars Pay Less

In addition to the Juice Bar, the hotel will introduce the first nanoMAX small car detection system, which measures vehicles entering the garage and provides a unique parking rate based upon the vehicle's actual size. Vehicles that fall within the preset size parameters programmed into the nanoMAX sensors and encoded onto the dispensed parking ticket, will receive a discounted parking rate.

The Charles Hotel will also launch its Hotel Bike Program, with six Electra Amsterdam Classic Bicycles equipped with shopping baskets. Use of the bikes will be complimentary for hotel guests. Additionally, the hotel has partnered with The Liberty Hotel in Beacon Hill, encouraging guests of both hotels to take the eight-mile scenic ride along the river to and from the hotels, while touring the historic streets of Beacon Hill and Harvard Square. There is also the option to ride one-way and return by taxi or public transportation.

"Riding a bike is such a great way to experience the city," Attia says. "Ride by the historic Longfellow House on Brattle Street, through Harvard Yard to the museums, or take a picnic on the Charles River."

### Furniture Crafted Locally

In addition to new guest programs, The Charles Hotel has also recently undergone renovations of the public and meeting spaces. Staying true to its New England roots, the hotel acquired Shaker-inspired furniture from a local craftsman, Le Corbusier chairs and couches, and unique artwork including President John F. Kennedy's personal sketches.

To celebrate the arrival of spring and its fresh new look, the hotel has introduced the Down to Earth package. The package includes:

- Overnight accommodations in a deluxe guestroom, featuring custom signature quilts and down duvets, in-mirror televisions, and Bose Wave radios.
- Signed copy of Chef Peter Davis' cookbook, Fresh & Honest. Chef Peter Davis of Henrietta's Table at The Charles Hotel released Fresh & Honest this past fall. His

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restaurant was recognized by Gourmet magazine as one of America's "Best Farm-to-Table" restaurants in 2007.

- Use of the Electra Amsterdam Classic Bicycle, along with helmet, map of the city and U-style lock and key.
- Picnic lunch for two from Henrietta's Table to take on the bike ride.

Go to [The Charles Hotel](#).

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