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THE CHARLES HOTEL “JUICE BAR” FOR VEHICLES

Harvard Square Hotel Takes Going Green Further with Free “Juice Bar” for Electric Cars and Bike Program; Renovation of Public Spaces Gives Hotel a Fresh New Look

CAMBRIDGE, MA (March 18, 2009): On Earth Day, April 22, 2009, [The Charles Hotel](#) will be introducing 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 Association, **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,” states **General Manager Alex Attia**.

In addition to the “Juice Bar”, the Hotel announces 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.

This spring, The Charles Hotel launches 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. Ride by the historic Longfellow House on Brattle Street, through Harvard Yard to the museums, or take a picnic on the Charles River,” says Attia.

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 introduces the **Down to Earth Package**. The package includes:

- Overnight accommodations in a deluxe guestroom, featuring custom signature quilts and sumptuous down duvets, Séura® 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 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 your bike ride.

The **Down to Earth Package** starts at \$235 per room, per night, based on double occupancy, not including taxes and gratuity. The package, valid seven nights a week, based on availability, starts on April 22, 2009.

About The Charles Hotel

[The Charles Hotel](#), Harvard Square is an independent luxury hotel and a member of Preferred Hotels and Resorts. The AAA Four-Diamond award-winner may be the only hotel in the world to welcome Noble Laureates, Pulitzer Prize winners, Academy Award winners, jazz greats and New England farmers.

Reflecting the eclecticism that is Cambridge, The Charles Hotel is a modern interpretation of New England hospitality with a thriving jazz club, the [Regattabar](#), two signature restaurants, ice-skating rink (winter months only), state of the art conference facilities and a central location in the heart of Harvard Square. The hotel is home to [Henrietta's Table](#), featuring "fresh and honest to goodness home cooking," and recently named one of "Americas Best Farm to Table Restaurants" by *Gourmet* and [Rialto](#), one of the best restaurants in America [*Gourmet, Food & Wine, Esquire*, et. al.] [Noir](#), the hotel's lounge, is on the first level of The Charles Hotel. Designed by Peter Niemitz to reflect the decadent atmosphere of 1940s nightlife, Noir's drink menu features a mix of classic cocktails and a bar menu perfect for late night or afternoon dining.

The hotel also boasts an adjacent urban spa, Le Pli and the Wellbridge Athletic Club with swimming pool. Special in-room amenities include the high-tech Bose Wave® radios, Séura® in-mirror televisions and cordless phones, as well as two-line speakerphones with voice mail, PC and fax modem capabilities and DVD players.

Catering to internationally renowned business leaders, government officials, entertainment executives and leisure travelers alike, it's no wonder that the *New England Travel Guide* has designated The Charles as the best hotel to "stay put in" when visiting Boston.

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