

EXPERIENCE THE ‘MOON OVER MANHATTAN’ AT MAD46

NEW YORK – As New Yorkers are constantly looking for new experiences in the city that never sleeps, *mad46*, The Roosevelt Hotel’s new rooftop lounge, has partnered with Blue Moon White Ale and Clemente Creole Shrubbs for a sampling of spirits on Sept. 15 from 6:30 p.m. to 8:30 p.m. to celebrate the full moon and soak-up the last of the summer breeze.

As the full moon shines overhead in combination with the bright city lights, guests can savor the flavors of Blue Moon Belgium White Ale and Rhum Clement Creole Shrubbs Orange Liqueur. They can “save an orange” by skipping the traditional garnish and dropping a shot of Shrubbs into a Blue Moon Ale. This “Moonshrubbs Madnessmaker” is available for purchase at the bar for \$12, which is a savings of \$3 compared to buying them separately. In honor of the full moon and approaching first day of fall, those spotted with a Blue Moon Ale in hand could be the winners of various prizes given throughout the night.

Live acoustic music by Jennifer Logue featuring Erik Simon will accompany the promotion. With an undeniable talent for crafting melodic, catchy pop songs, Logue’s music has a quirky and energetic feel with an international flare.

mad46 offers a modern and minimalist feel, its function does not sacrifice service and spaciousness as ultra-trendy bars in the city often do. Its feel is cosmopolitan and creative, urbane without being absurd.

Choices of other incredible signature drinks include the Sangria 46 Rosada, Mad Bellini and patron-favorite Mad Mojito, complete with a white-chocolate stick and shaved coconut. The lounge also offers the Teddy-Tini - a salute to the hotel's namesake -- Teddy Roosevelt. It is rumored that Teddy drank a gallon of coffee a day, so it is only natural that this would be an espresso-tini.

mad46 opens its skies Monday through Thursday from 5 p.m. to midnight; Friday from 3 p.m. to midnight; Saturday from 8 p.m. to 2 a.m. and is available Sunday by request for private parties or receptions. It is accessible to visitors through an exclusive elevator located on the 46th Street entrance at the back of the hotel.

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities.

For more information on The Roosevelt Hotel’s new rooftop lounge *mad46*, call 212-885-6095 or visit **www.mad46.com**.