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BRIAD GROUP HOLDS GRAND OPENING FOR HILTON GARDEN INN PRINCETON-LAWRENCEVILLE

Lawrenceville, NJ, January 23, 2019 – The newly opened Hilton Garden Inn Princeton-Lawrenceville will celebrate its grand opening with a ribbon cutting ceremony on Thursday, January 24. Featuring the first of the Hilton Garden Inns’ new design, the hotel is located at 1300 Lenox Drive, Lawrenceville, NJ. Ideally close to downtown Princeton, the hotel has easy access to Rider University and Princeton University. Business travelers will appreciate the proximity to Princeton Corporate Park, Bristol-Myers Squibb and the Carnegie Corporate Center. The hotel is also near shopping and a variety of great restaurants. The property is owned and managed by [Briad Lodging Group, LLC](#), the hotel division of Livingston, New Jersey-based [The Briad Group](#).

“Princeton-Lawrenceville is a perfect location for our newest property and the latest addition to the Hilton Garden Inn brand,” said Victor Compitello, general manager. “We look forward to welcoming guests and ensuring they enjoy their stay with us.”

The Hilton Garden Inn Princeton-Lawrenceville offers amenities such as an outdoor patio, pergola and fire pit. Guests are welcome to enjoy cooked-to-order breakfast and a bar that serves craft cocktails* and shareable dinner plates. Each guestroom boasts the brand’s signature bedding, featuring white duvets and crisp linens, and an in-room "hospitality center" with a mini fridge, microwave oven and a Keurig coffee maker. Other hotel amenities include: a 24-hour fitness center, which features state-of-the-art equipment such as a Peloton and Octane Fitness Elliptical; a meeting room; laundry facilities; complimentary Wi-Fi throughout the hotel; and on-site business services including copying, faxing and printing. Bicycles are also available free-of-charge, convenient for an easy commute to offices at the Lenox office park or Bristol-Myers Squibb across the street. The property also boasts 1,000 sq. ft. of meeting space for corporate and social events. The 24-hour In a Pinch® market and On Us® coffee service offer guests the chance to get their snack and caffeine on whenever they feel the need.

Hilton Garden Inn Princeton-Lawrenceville is part of Hilton Honors, the award-winning guest-loyalty program for Hilton's 14 distinct hotel brands. Hilton Honors members who book directly through preferred Hilton channels save time and money and gain instant access to the benefits they care about most, such as an exclusive member discount, free Wi-Fi and a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay. Members can also redeem their points for free nights, to gain access to unique events through the Hilton Honors auction platform or to make purchases with at Amazon.com with Amazon Shop with Points.

For more information or to make reservations, please visit Hilton Garden Inn-Princeton Lawrenceville or call 609-895-9200.

Briad Lodging Group was formed in 1997, when Briad became a Marriott franchisee. Five years later, the company added Hilton to its portfolio. Since obtaining these franchise rights, Briad has developed more than \$400 million in real estate, concentrating on focused-service and extended stay hotels, including the Courtyard, Residence Inn, Springhill Suites, TownePlace Suites, Hilton Garden Inn and Homewood Suites brands. During the past decade, Briad has developed operated and managed 28 properties and has built over 2,800 hotel rooms in the tri state area alone.

About The Briad Group

The Briad Group®, headquartered in Livingston, NJ, is one of the fastest growing hospitality companies in the U.S. The Briad Group's® entities are: licensed franchisees for Wendy's, T.G.I. Friday's®, Marriott, Hilton and a licensee for Zinburger Wine & Burger Bar.

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**Service of alcohol subject to state and local laws. Must be of legal drinking age.*