

Hyatt Centric Midtown Atlanta brings the Hyatt Centric brand to the heart of Atlanta

CHICAGO (September 7, 2018) – [Hyatt Centric Midtown Atlanta](#) is the latest hotel to join the Hyatt Centric portfolio, targeting millennial-minded travelers who want to be in the middle of the action. Situated in the heart of Atlanta’s prominent business, residential and dining district, Hyatt Centric Midtown Atlanta was rebranded from Hyatt Midtown Atlanta and is the first Hyatt Centric hotel in Atlanta. Designed for a growing segment of savvy explorers seeking curated, yet authentically local experiences, the Hyatt Centric brand currently has 22 properties across seven countries, including the U.S., Japan, Spain, France and more.

“We are thrilled to be a part of the growing Hyatt Centric brand,” said Joseph Fawole, general manager, Hyatt Centric Midtown Atlanta. “Like all Hyatt Centric properties, our new hotel is in the center of it all, just minutes from the city’s famous landmarks like Piedmont Park with the Atlanta Botanical Garden, the Georgia Institute of Technology campus, The Fox Theatre, and top restaurants and shopping. Our hotel is a true launch pad to the amazing sights and sounds of the great city of Atlanta. The Hyatt Centric hotel guest is curious, independent and hungry for authentic experiences, and our team of dedicated colleagues is excited to introduce our newly rebranded hotel to both loyal and new guests.”

The four-star midtown hotel, prominently located on the corner of Peachtree Street and 10th Street, offers redesigned guestrooms with floor-to-ceiling windows, oversized, ergonomic workspaces that meet guests’ business needs, and views of Piedmont Park or downtown Atlanta. The hotel also features 3,343 square feet of flexible meeting and event space offering the perfect spaces for business meetings, weddings and social events.

The culinary experience at Hyatt Centric Midtown Atlanta is as unique as it is authentic. Fork and Juniper is the hotel’s signature restaurant serving seasonal menus that feature a modern take on traditional Southern cuisine. Juniper Bar provides a casual, street-side setting, offering a variety of premium spirits artfully mixed and small plates to pair.

The hotel’s fitness and aquatic center features an indoor saltwater pool with lap lanes and chaise lounges where guests can unwind. The hotel offers complimentary access to the StayFit® Fitness Center with Life Fitness® cardio machines, yoga mats and free weights, making it the perfect place for all fitness enthusiasts.

As part of its transition to the Hyatt Centric brand, the hotel will feature new in-room Hyatt Centric amenities including the all-natural bath essentials line BeeKind®, Drybar Buttercup salon-quality blow-dryers, and a Keurig® pod coffee maker.

For more information on Hyatt Centric Midtown Atlanta, visit hyattcentricmidtownatlanta.com or call (404) 443-1234.

For further information:

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The Hyatt Centric Experience

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought-after food, nightlife and activities the destination has to offer. The bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don’t, including Beekind’s environmentally conscious bath products, Bluetooth-enabled electronics and salon-grade blowdryers. A team of colleagues is always available to recommend local hidden gems to launch guests’ discovery of the destination. For more information please visit hyattcentric.com. Follow @HyattCentric on [Facebook](#) and [Instagram](#), and tag photos with #HyattCentricExplorer.

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