

***For Immediate Release***

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**MYER HOTELS UPDATES BRAND IDENTITY**



**MYER  
HOTELS**

Branson, MO – Myer Hotels of Branson is pleased to announce the launch of a new corporate identity.

“At Myer Hotels we strive to continually progress. We felt it was time to update the brand,” according to Chris Myer, Vice President of Marketing. “Our last corporate logo was conceived in the early 1990’s so it was around for a long time.” Myer Hotels has always valued the input of its guests so four proposed designs were surveyed with hotel guests at all Myer hotels in Branson. “The design that was chosen received great feedback from our guests “stated Myer.

Going forward, the new corporate design standard will be incorporated into printed materials, web sites, and advertising on a rolling change where appropriate.

The new logo presents an easy to read format, has a professional yet leisure feel to it. Some have commented that the design incorporates the Ozarks Mountains via the green aspects of the design and the fresh Ozark mountain air with the blue colors.

About Myer Hotels

In the lodging business for 44 years, the Myer family has actively contributed to Branson’s hospitality market for 28 years and received numerous national awards. Myer Hotels includes the Best Western Center Pointe Inn, Best Western Music Capital Inn, Comfort Inn at Thousand Hills, Comfort Inn & Suites Branson Meadows, Comfort Inn West, and Holiday Inn Express Green Mountain Drive. The properties emphasize excellent locations, countless amenities and exceptional customer service while focusing on great value in the upper mid-scale area. For more information about these hotels please visit [www.myerhotels.com](http://www.myerhotels.com).

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