



**FOR IMMEDIATE RELEASE**

Contact: Thomas Larson  
President  
Larson Companies  
715-834-2449, ext. 217  
tlarson@larsonmanagement.com

**LARSON COMPANIES ANNOUNCES OPENING OF  
THE OXBOW HOTEL AND THE LAKELY**

**October 3, 2016 Eau Claire, Wisconsin** – Larson Companies announced today that the new 30-room boutique hotel, The Oxbow Hotel, and onsite restaurant, The Lakely, have opened.

The Oxbow Hotel consists of two buildings, The Main House and The Flats. The Main house features The Lakely restaurant, event space, lobby and rooms. The Flats, a mid-century modern building adjacent to The Main House, holds the remainder of the rooms and will be open to a courtyard with outdoor seating, fire pits and kubb lawn. Each hotel room is adorned with locally made urban wood furniture, original screen prints by regional artists, woolen throw blankets, minibars and record players.

Due to close proximity to bike trails and the Chippewa and Eau Claire Rivers, guests will have access to bikes, kayaks, canoes, snowshoes, cross country skis and skates to explore the local community.

The Oxbow is being managed by General Manager Allison Sullivan. Reservations can be made on The Oxbow website, [www.theoxbowhotel.com](http://www.theoxbowhotel.com).

The hotels onsite restaurant and bar, The Lakely, serves Midwest modern comfort food and craft cocktails. Menu items are created by Chef Nathan Berg and feature locally-

sourced, seasonal ingredients from farmers and producers. Starting in the evening on Saturday, October 8, The Lakely will regularly host local and touring jazz musicians on a stage designed by Eaux Claires Festival creative director, Michael Brown.

The Lakely can host a variety of exclusive parties, events, and corporate functions in the indoor spaces event space or flexible urban outdoor spaces. The indoor meeting room can hold up to 60 people for smaller gatherings.

The news media is invited to take photos and video of the creatively designed spaces, food and music.

### **About The Oxbow Hotel and The Lakely**

The Oxbow Hotel and The Lakely restaurant project is owned by Longform, LLC, whose members include Justin Vernon, Zach Halmstad, Nick Meyer and Ben Richgruber. For more information on The Oxbow Hotel and The Lakely please visit [www.theoxbowhotel.com](http://www.theoxbowhotel.com).

### **About Larson Companies**

Larson Companies is a performance driven organization operating throughout the Upper Midwest with divisions in commercial real estate development, hospitality and various management companies. Larson Companies invests in raw land for commercial development as well as purchases of existing commercial real estate assets. Larson Companies is affiliated with brands such as Holiday Inn, Holiday Inn Express, Staybridge Suites, Clarion Hotel, TGI Friday's, Green Mill Restaurant and Bar and Johnny's Italian Steakhouse. Larson Companies contributes financially as well as generously gives time and expertise to various charities and foundations. For more information on Larson Companies visit [www.larsoncompanies.com](http://www.larsoncompanies.com).

###