



STONEHURST PLACE RELAUNCHES WEBSITE WITH NEW BENEFITS

DATELINE - ATLANTA, MAY 10, 2011 – Stonehurst Place, Atlanta’s first EarthCraft Certified Bed & Breakfast, has officially relaunched its website to increase functionality for guests and travel enthusiasts.

“I’m thrilled with our improved look, and think visitors to the new Stonehurst Place website will now really get a feel for the Stonehurst Place experience,” said owner Barb Shadomy.

Guests to the newly relaunched site can explore property features and amenities, book their stay, sign up for the Stash Hotel Rewards program, learn about the many green technologies and features at Stonehurst Place as well as collect some of the gourmet and organic breakfast recipes from innkeeper Caroline Holder.

"Stonehurst Place’s new website does a wonderful job of introducing travelers to this beautiful hotel," shared Jeff Low, CEO and founder of Stash Hotel Rewards. "The photography is so good you can see the grain of the wood on the piano, and all the details of the original art. The Innkeeper’s Kitchen page is especially engaging – with links to pie recipes, and seriously tempting pictures of pancakes and brioche."

“We’ve had such wonderful comments about Caroline’s breakfasts we decided to post many of her recipes as a gift to people that visit our website and Stonehurst Place,” said Shadomy.

In an era of outsourcing it was important for Shadomy to find a local company that could connect to the unique charm and style of Stonehurst Place and the special Southern elegance of the property’s grandeur. Atlanta-based design studio Filter Industries provided the perfect combination of customer service, expert web design and development services.

"Seeing my images on the new Stonehurst Place website is only surpassed by the time I spent there actually making them," said photographer Anne Almasy. "Any excuse to spend time at Stonehurst Place is a great one!"

Stonehurst Place has received numerous awards for its exquisite accommodations and guest rated awards.

Stonehurst Place, originally built in 1896, features three suites and two rooms with private baths to choose from and is located in Midtown Atlanta's art and theatre district. It features a wide array of designer interiors and fine art including original works by the likes of Andy Warhol. Guests enjoy luxurious pampering and soothing privacy in a National Register Historic Property fully renovated with eco-friendly enhancements. Among the environmentally friendly efforts are a Schüco USA solar thermal system that heats water used in the inn, and two 1700-gallon cisterns that store harvested rain water used for landscaping. More than \$1 million dollars was spent renovating the property to its current grandeur. For more information on Stonehurst Place features, rates and amenities visit the new www.StonehurstPlace.com

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Stash Hotel Rewards works to free travelers from the uninspired offerings of existing hotel reward programs by making it as easy to book a stay at an amazing hotel as it is a so-so one, and to rack up those irresistible points while doing so. Stash believes in the happiness producing power of traveling to places that convey a unique and interesting story – places with soul. It's a belief shared with the independent hoteliers and the independently-minded travelers Stash was created to serve. For more on Stash go to www.stashrewards.com

Filter Industries is an Atlanta-based design studio delivering expert web design and development services. Filter Industries builds websites that deliver form and function, drive business and increases the client's customer base. Complete services include web scripting and database programming, content management systems, DNS registration, web hosting and maintenance. For more information on Filter industries visit www.FilterIndustries.com.

Dan and Anne Almasy are partners in life and in work. They personally oversee every aspect of their business from first meeting to photograph delivery. For more on danandanne photography visit www.danandanne.com