

Joseph Allen Agencies Begins Publicity Efforts for Luxury Gay Hotel Project

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San Lorenzo Pride, LLC and Riley Hotel Group, LCC, based out of Medina, Ohio have hired the Palm Springs based public relations and marketing firm of Joseph Allen Agencies to publicize and promote their latest West Coast property development project.

Palm Springs, CA, September 20, 2012 - (PressReleasePoint) - San Lorenzo Pride, LLC and Riley Hotel Group, LCC, based out of Medina, Ohio have hired the Palm Springs based public relations and marketing firm of Joseph Allen Agencies to publicize and promote their latest West Coast property development project.

Joseph Allen agencies will coordinate all PR and marketing efforts for the project, which is currently under construction, continuing through the grand opening and through to sell-out. It is estimated that construction will be completed in mid- November, 2012.

The property, named Random Haus Palm Springs, will boast 12 ultra-luxury condominiums in an amazing location that is just a short walk to downtown Palm Springs. This all suite, condominium hotel property will offer the largest and grandest accommodations for the gay traveler in the Valley.

“Now that construction is under way, we are beginning an aggressive and comprehensive PR and marketing campaign to really get the word out about this fabulous property,” said Joseph Allen Agencies CEO Tom Bauer. “Random Haus is going to be the premier LGBT luxury destination in the greater Palm Springs area, and our goal is to make sure that everyone knows about it.”

The condominiums will range from approximately 1100 to over 2100 square feet with two- and three-bedroom, two- and three-bath units available. Ultimately, the units will be sold as 1/12 fractions as a Private Residence Club (PRC) offering.

For more information, visit www.randomhauspalmsprings.com

About Joseph Allen Agencies

With over 40 years of combined experience, the principals at Joseph Allen specialize in design, marketing and public relations for a diverse portfolio of clientele. At JAA, they place a significant focus on appealing to human emotion and psyche. They can handle all aspects of design and marketing needs through their internal staff, as well as through their incomparable mix of strategic partners. For more information, visit www.josephallenagencies.com

About Riley Hotel Group

Established in 2003, Riley Hotel Group is a premier luxury development and management company dedicated to helping hotel owners provide superb levels of service. Riley provides lucrative partnerships to investment groups, developers, owners, and operators. The company's portfolio includes independent and franchised hotels in Michigan, Ohio, Georgia, and Wyoming. Riley offers real estate brokerage, hospitality consulting, creative design, employee training, sales and marketing, and joint venture opportunities. For more information, visit www.rileyhotelgroup.com

About FG Worldwide

Established in 2008, FG Worldwide is a luxury real estate and development company focused on enhancing lifestyles through unique real estate offerings, products and brands. They also consult with hotel owners and developers in both U.S. and international markets on developing, positioning and marketing fractional real estate. Visit www.FG-Worldwide.com for more information.

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