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Sanctuary Hotel's New Lounge Opens With Super Bowl Sunday Blitz !

MIDTOWN — **Sanctuary Hotel's** new sports lounge is opening its doors for the first time on Super Bowl Sunday.

Sanctuary Ultra Lounge is decked with 16 televisions, a projector, and a DJ who will spin during the commercial breaks, said Brandon Freid, owner of Sanctuary Hotel, located at 132 E. 47th St.

"We want to keep the energy climbing higher and higher," Freid said.

The walls of the lounge appear to be mirrored on a normal day, but when a big game is on, the mirrors turn into TV screens.

"The TVs are behind a one-way mirror, so when the TVs are off, you're looking at a mirrored wall," said Freid. "That's the great thing about this space, it's very versatile."

The lounge, which is on the ground floor of the hotel, will open for the first time on Super Bowl Sunday, Feb. 3, and it will remain open seven days a week following the opening day.

On the day of the Super Bowl, the hotel will kick off festivities with a tailgate party on the hotel's rooftop bar called Haven, which is tented and heated during the winter.

The new lounge will open at 4:30 p.m., for the Super Bowl viewing party, Freid said.

It will be serving a full menu, including beef sliders, truffle mac n cheese, and chicken with waffles.

On the night of the Super Bowl, the price of wings will be reduced to 50 cents per wing, said Freid. A bucket of beer will be priced at \$25 on that day, and package deals are available for larger parties.

"It's a sports bar," said Freid. "It's the perfect way to kick off this venue."

