

FOR IMMEDIATE RELEASE...



March 3, 2023

EVERY SUMMER HAS A STORY, WRITE YOURS AT ROOFTOP L.O.A.

Atlanta's 21+ Rooftop Restaurant + Pool Club Unveils NEW Season Pass Program + Welcomes Pool Guests March 31 Memberships On Sale Tuesday, March 7, With Day + Lounger Passes Available Later This Month



Photo Caption: Welcome to Rooftop L.O.A.'s tropical paradise, an expansive 21+ rooftop oasis overlooking Atlanta's skyline.

ATLANTA: Welcome to a tropical paradise...Atlanta's only expansive 21+ rooftop oasis overlooking the city skyline featuring stunning panoramic views, a Pool, a Restaurant, and Grove. Slater Hospitality's award-winning [Rooftop L.O.A.](#) exists solely to be experienced and savored throughout the seasons, and pool season it is! Get ready to soak in all the scenery at this urban oasis and retreat. The official 2023 season opening of the L.O.A. Pool Club is slated for Friday, March 31, with season passes available for purchase beginning Tuesday, March 7.

Come early or relax after a long day at work for the perfect playtime blend of relaxation, style, and substance. Whether sipping on a handcrafted cocktail or lounging in a cabana, L.O.A.'s refreshing escape will transport guests to a warm place of pure fun and bliss. You don't need to ask for permission to unwind – set your out-of-office replies and head over for a dip!

"With warmer weather on the horizon, we are excited to welcome guests back to the Pool deck and Pool Bar for our second season," said Slater Hospitality Founder + CCO, Mandy Slater. "Rooftop L.O.A. offers a truly world-class experience where guests will have a sanctuary to escape, unwind, be taken care of, and detach from the day-to-day. Our Season Pass is a limited offering and so worthwhile to those that want to frequent the Pool experience often."

Patrons' **Season Passes**, which will be offered in limited quantity, will float into their inbox upon purchase and provide all the perks and access at the touch of a fingertip. The 2023 Season Passes are \$950 and valid from Friday, March 31-Saturday, Sept. 30. Season Pass perks include:

- Unlimited use of Pool and Pool Bar during operating hours
- Complimentary reservations for loungers and Get Wet Pass for you and a guest
- Poolside food and beverage service
- Unlimited towel service
- Access to lockers and showers
- Invitation to all pass-holder events
- Welcome Swag Bag for the first 50 sign-ups
- Preferred pricing and access to ticketed events

Day Pass reservations will officially open in mid-March. The **Get Wet Day Pass** (\$25) offers limited availability each day, reservations open day of, and includes access to the heated Pool and Pool Bar, towel and poolside service, and access to showers. The **Lounger Day Pass** (\$40) is the recommended reservation option to secure a lounge at the Pool. There are three seating options available. The Lounger Day Pass includes a private lounge on deck for 2.5 hours, access to the heated Pool and Pool Bar, towel and poolside service, and access to showers.

Guests can also enjoy the **Cabana Experience**, which includes a private cabana with a couch, fan, chairs, and personal TV, access to the heated pool, access to lockers and showers, towel service, a dedicated server, a cooler with chilled still and sparkling waters, and fresh fruit tray. The Cabana Experience is a 4-hour rental for a maximum of 6 guests and is available for a \$600 rental fee with a \$200 minimum spend. For seating times and availability, visit www.rooftoploa.com.

Whatever package or reservation you choose, at Rooftop L.O.A.'s Pool Club, guests are invited to take a dip, soak up the sun, and enjoy tropical-inspired dining poolside or at the indoor pool bar, which incorporates the same focus on high-quality ingredients as Restaurant L.O.A. in a more relaxed setting. Day and night, guests can be seen swimming in the 1,200-square-foot resort-style Pool, dipping their toes with drink in hand, lounging in a cabana or lounge chair, and socializing in the glass front stadium-style infinity wall seats. A DJ spins upbeat music like house, disco, and funk from the DJ booth overlooking the Pool, doubling as a day-bed lounge for guests. An all-day menu is available for lunch and dinner, with late-night offerings available in the evening. Swim at your own risk, you won't want to miss this transportive oasis in West Midtown.

Rooftop L.O.A. Pool hours of operation for April 2023 are Friday 12 p.m.–12 a.m.; Saturday 11 a.m.–12 a.m.; Sunday 11 a.m.–9 p.m. Starting May 2023, the Pool will be open daily Monday–Friday at 12 p.m., and Saturday–Sunday at 11 a.m. New menus for food and beverage will be shared soon. For more information, visit www.rooftoploa.com. Photos and interviews are available upon request.

About Rooftop L.O.A.: Located on the roof of The Interlock in West Midtown at 1115 Howell Mill Road, Rooftop L.O.A. (Leave of Absence) is a 38,000-square-foot rooftop consisting of a full-service Restaurant with a garden-inspired outdoor bar, a Pool Club featuring a 1,200-square-foot resort-style pool heated by solar power, cabanas, and an indoor bar, and a 150-person covered event pavilion. Led by Culinary Director Joseph Trevino, the Restaurant features European-inspired cuisine for dinner, brunch, and late-night. The Pool Club accommodates over 200 people with sun loungers and private cabanas, food and beverage service, and a rotation of events and programming. Equipped with state-of-the-art green technology and operated by Slater Hospitality, the 21+ rooftop experience is Atlanta's retreat to the extraordinary. Stay in the loop with L.O.A. on [Instagram](#), [Facebook](#), and rooftoploa.com.

About Slater Hospitality: Founded in 2015 by husband-and-wife team Kelvin and Mandy Slater and their southwest Florida-based partner Brett Hull-Ryde, Slater Hospitality is an award-winning organization that creates remarkable experiences through food, drink, and entertainment. Based in Atlanta, Georgia, Slater's principle of "people-first" has built a solid foundation for their team of 250 hospitality professionals and overarching guest experience. Whether a restored historical landmark or a brand-new development, SH relishes opportunities to transform unique spaces into extraordinary offerings. Establishments include Ponce City Roof – 2016 (84,000 square feet – Skyline Park, 9 Mile Station, RDF Social, 12 Cocktail Bar, Rooftop Terrace), Rooftop L.O.A. – 2022 (38,000 square feet – Restaurant, Pool, Grove, Event Space) and coming in 2023 to South Downtown Atlanta (Pizza Clementine and Thirteenth Floor) and phase two in 2024 (30,000 square feet of rooftop space slated for a modern diner and nightclub/cocktail lounge). For more information, visit slaterhospitality.com.

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