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ADAM'S MARK HOTEL IS GEARING UP FOR A SOLD OUT NFL PLAYOFF WEEKEND

-- Preparations are underway for Kansas City's busiest weekend of the year (so far). --

KANSAS CITY, MO (January 9, 2017) – The AFC Divisional game is drawing a huge crowd of Chiefs and Pittsburgh Steelers fans alike. Smaller hotels in the area are already reporting a 'Sold Out' status.

"Based on past history, compression in the city, and the travel patterns of Pittsburg and Regional fans, our analytics are estimating a sell-out," according to Jeff Hirst, the Director of Sales and Marketing, "the Adam's Mark is projected to sell out by Thursday evening."

Room rates are expected to rise into the \$400 range as game day approaches. Along with a well-appointed hotel room, guests will receive complimentary passes to adjoining CoCo Key Water Resort, complimentary shuttle to and from the game, participate in pre-game activities in the lobby like face-painting for the kids and \$1 drafts for the adults.

"Before the game was even announced, this was projected to be a busy weekend due to the Martin Luther King Jr. Holiday, and city-wide activities like the 2017 Figure Skating Championships. For us it's all about the game day experience, it's what we do best!" added Jason C. Milbradt, General Manager.

Hotel reservations can be secured on <http://www.adamsmarkkc.com>

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About CoCo Key Water Resort

CoCo Key Water Resort is a Key West themed indoor water park offering 55,000 square feet of fun! CoCo Key features body slides, tube slides, an adventure river and an indoor/outdoor spa. CoCo Key is located across the street from the Truman Sports Complex, home to Arrowhead and Kauffman Stadiums.

Photos available upon request.