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**AJS HOTELS INTRODUCES AJS
REWARDS LOYALTY PROGRAM**

LOUISVILLE, Ky. (October 13, 2020) – AJS Hotels, management company of the Galt House Hotel, Embassy Suites Downtown Louisville, and Crowne Louisville Airport Expo Center this month launched a new loyalty program for restaurant and bar clientele. The AJS Rewards Program allows members to earn points and unlock rewards including a registration reward for a free appetizer, a bounce back reward to receive a BOGO entrée on your second visit, a birthday reward for double points during your birthday month, an anniversary reward, free desserts, retail rewards and more.

The AJS Rewards program will be accepted at [Swizzle Dinner & Drinks](#), [Walker’s Exchange](#), [Jockey Silks Bourbon Bar](#), Veranda, The Conservatory, and [Down One Bourbon Bar](#) at The Galt House, the Blue Horse restaurant at the Crowne Plaza, and The Orchid Room at Embassy Suites.

Guests may sign up for the rewards program by visiting <https://ajshotels.myguestaccount.com/guest/>. Once guests are identified as an AJS Rewards member, the charges and rewards are recognized automatically.

Members receive a point for every dollar spent at participating restaurants. Every 100 points equals 10 reward dollars.

“We are so fortunate to have so many loyal patrons at each of our restaurants and bars,” said Scott Shoenberger, President and CEO of AJS Hotels. “We are very excited to launch this program as a way to reward members and continue creating long-term connections with both travelers and locals alike.”

As part of the launch, AJS Hotels has partnered with Louisville-based Thorntons to offer rewards members a chance to win big. Through December 31, 2020, each new AJS Rewards member will be automatically entered in a sweepstakes to win a \$1,000 gift card, good for one year at any of

the AJS Rewards locations, plus a \$500 Thorntons gift card. Additionally, AJS Rewards members who are also Thorntons Refreshing Rewards members will have the opportunity for an additional entry through the Thorntons Refreshing Rewards app December 1-31, 2020. Providing fresh foods, high quality beverages, and fuel at more than 200 locations in six states, Thorntons has long been a staple for millions of American travelers. To learn more about Thorntons and Refreshing Rewards visit www.mythorntons.com.

**Terms and conditions apply. Visit <https://ajshotels.myguestaccount.com/guest/> for complete details.*

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