



PRESS RELEASE

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**GRAND OPENING SHOWCASES REVITALIZATION OF READING COUNTRY CLUB,
BERKS COUNTY'S FINEST CASTLE-STYLE WEDDING VENUE**

All Are Welcome & Offered a "Royal Experience"

READING, PENNSYLVANIA, December 7, 2015 – At 12pm a line of limousines carrying "Royal Treatment" Facebook contest winners drove up to the Reading Country Club for its grand re-opening and ceremonial ribbon & cake cutting. The doors were opened to these contest winners, local wedding planners, & members of the community to view all renovations & special touches added to the castle's special event spaces. Exeter Township Board Supervisor Ken Smith welcomed all attendees & speeches from Golf Professional & Manager at RCC Golf Tom Morgan & ViVA owner Jeff Hettinger kicked off the grand re-opening.

"The castle's event spaces were beautiful when we arrived in September and were only enhanced. The photo opportunities in & around the castle are second-to-none, the history of the building & its beauty speaks for itself, & our service staff, chef team, & wedding planners are here to make the process stress-free. It's all about the experience and we want our clients to have their dream wedding day," ViVA President & CEO Jeff Hettinger stated. The Reading Country Club, open to all with no membership fees, offers special event spaces including the Grand Ballroom with connecting Kings & Queens Halls accommodating up to 400 guests; all are decorated in a classic Tudor castle-theme with hints of medieval decor. The Ballroom & Halls' multiple balconies also offer unique & sought after photographs.

Special touches from ViVA include a new banquet grand entrance, upkeep of the Ballroom Back Patio, addition of new & very popular mahogany Chiavari chairs, & in spring 2016 the roof of the Castle Pub's Four-Seasons room will be transformed into the Ballroom Rooftop Patio, a new cocktail hour space extending from the Grand Ballroom. The Tudor-style castle of the Reading Country Club has been historically known in Berks County since 1931 & is surrounded by Berks County Living's 2015 Best of Berks "Best Public Golf Course" offering amazing photo backdrops for wedding couples & parties.

Since 2009, newly engaged couples have had a notably different view of planning their wedding; the venue needs to be "unique" and the photos must offer backdrops not easily found. In 2014 historic buildings made up 14% of the wedding venue choice, up from 12% in 2009, according to wedding source The Knot. ViVA management encouraged this trend at the club seen in the numerous renovations to its preexisting beauty.

To pronounce that the club is still open to the public & offers guests a stunning castle experience for corporate events, wedding receptions & special events for friends & family, the Facebook contest winners were asked to answer a post with their favorite holiday memory. The contest was open to over 6,500 followers of both the ViVA Bistro & Lounge & ViVA Castle Pub pages. Winners included ViVA fans Cindy Mangome, Heidi Battisti, & Heather Stricker. All arrived to the Reading Country Club like “royalty” in stretch limousines from Michael’s Limousines, attended the ribbon & cake cutting, & were treated to lunch at the Pub. All winners & diners at the Pub received complimentary cake from The Well Dressed Cake.

About ViVA Restaurants & Catering Group

ViVA Restaurants & Catering Group, family owned, operates the award-winning ViVA Bistro & Lounge in Wyomissing Square & new ViVA Castle Pub at the Reading Country Club, which is open to the public. ViVA’s catering division caters to the exclusive event venues the Green Valley Chateau & Tent in Sinking Spring, Reading Country Club in Reading, and numerous partner venues throughout Berks County. ViVA’s unique Euro-Mediterranean cuisine combines the finest French, Italian, Greek & Spanish recipes & inspirations for a completely unique culinary experience, & has been awarded “Best of Berks” in several categories including Best Overall Restaurant, Best Dining Deal, Best Bar & Restaurant for Cocktails, Best Happy Hour, Best Caterer as well as numerous wedding awards over the years. To learn more about ViVA visit www.VivaCatering.com (events) & www.VivaGoodLife.com (restaurants).

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