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For Immediate Release

## **New Look for Southern Lodge Promotes Orangeburg South Carolina's Peace & Quiet – An Uncomplicated, Easy Life of Back Roads and Nature's Landscapes Await**

*The new branding of the Southern Lodge in Orangeburg, South Carolina, showcases the uncomplicated back roads and easy-paced life amid rural landscapes of small town America. One pacesetting hotelier invests substantially to bring fresh focus to micropolitan Orangeburg, a pioneering farm town ... now turned international magnet for business ... located between the port of Charleston and the state's capital in Columbia ((I-26 at Exit 145-A).*

Orangeburg, South Carolina, October 23, 2007 — Tucked away along South Carolina's rural open roads is one of the Palmetto State's rebounding communities, unpretentious Orangeburg. Bringing a spry entrepreneurial spirit and business ingenuity to the area, British investor Sam Patel has charted a self-imposed mission to champion tourism in Orangeburg's small town America.

Through fifteen years of wise business and hands-on management, the conscientious hotelier has set hospitality trends in Orangeburg, South Carolina. "My investments for Southern Lodge's new branding simply mean that I love and support the growth of Orangeburg," explains hotelier Sam Patel. "I'm willing to do my share and more to make Orangeburg more visible to American and international travelers."

In a town where rapid change is not a hallmark, the hotel's bold new sign caused quite a stir when it first lit up just off Interstate 26, along St. Matthews Highway 601. Chatter quickly filtered through the hospitality and business community. The unique brand sets a fresh benchmark to demonstrate area pride and ultimately to entice new tourist and business travel to the area.

True to Orangeburg's rural landscape, Southern Lodge's new nature-based branding showcases South Carolina's native [Great Blue Heron](#), a year around resident; the meandering flow of the Edisto River; and green grasses, typical of the Edisto River and the agrarian community. Overall the logo conveys a restful place, an unhurried pace and world-renown outdoor lifestyle that defines the countryside around the North Fork of the [Edisto River](#), the world's longest black water river.

When marketing strategist Sandy Traub criss-crossed the area for a few days, it became obvious to her that Eleanor Roosevelt's wisdom prevails in Orangeburg -- "A little simplification would be the first step toward rational living, I think."



**SOUTHERN  
LODGE**  
ORANGEBURG SC

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"Simplicity prevails in the small town and in the nearby area. Orangeburg's best-kept secrets just need a little help filtering out more rapidly. I'm intrigued by the stories of the city's true little treasures -- the big native landscapes, the city's quiet ordinance, uncomplicated way of life, and plenty of fresh country air," reports Ms. Traub. "For other travelers it may be the sports fishing, canoeing, birding, art, coon hunting, history, drag car races, or golfing."

Adopting a simple tagline, *Stop and smell the roses*, travelers are reminded that the simple things in life can be found nearby and inexpensively enjoyed. The tagline's obviously encourages Interstate-26 travelers to stop and meander through the becalming [Edisto Municipal Rose Gardens](#), and explore South Carolina's native heartland.

### QUIET IN THE COUNTRYSIDE

Southern Lodge entices travelers to a charming escape from chaotic big city woes and an up-close meandering through small-town America. For added enticement, Southern Lodge commissioned award-winning photographer, [Adam Kuehl](#), to capture Orangeburg highlights.

"The night that Adam and I were in town square for the first of two photo shoots, a construction crew was working on a main street property, using high powered night lighting. I didn't see the crew during the day hours as we crisscrossed town. To me that simple courtesy translates to a respectful town, eager for minimal disruption to daytime business and guests," shares Ms. Traub.

"When we sat the child's picnic table and lemonade beside the roses in Edisto Memorial Gardens, that little oasis became a parent and kid magnet," she continues. "A photographer could have a heartwarming grand time and make a fortune out there taking vignette photos of garden visitors." Ms. Traub isn't sure if that is permitted, so if you're interested, you will want to inquire first.

Quaint, retrospective storefronts along one-way streets and the city-square churches downtown remind travelers of nostalgic, pioneering townspeople. "Historical accounts tell us that the simple, reverent folk wove their personal dreams, along with their allegiance to state and country, into a fabric of the community's rich tapestry," shares Ms. Traub.

Devoted, forward-thinking citizens are now networking to pioneer Orangeburg's 21<sup>st</sup> Century character. Small in size, the town's smartly paced revival is fueling one of America's great success stories. One hotelier, Sam Patel at Southern Lodge, is doing his part from his "friendly place," as described by one [TripAdvisor.com](#) reviewer.

The Savannah-based marketing and public relations agency of SPATIOR Storyline Marketing ([www.spator.com](#)) worked with Sam Patel and his Southern Lodge staff to create the new look and brand positioning. Sandy Traub is directing the firm's new positioning for Southern Lodge. Stan Sands, [Sands Design Incorporated](#), produced the new logo design.



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## Orangeburg South Carolina's Best Kept Secrets

"How much do you think people would pay to discover and experience an uncomplicated life, even for a few days?" asks the Savannah-based strategist. "For those of us on a self-induced fast track, perhaps we should schedule "peace and quiet in Orangeburg" into our PDAs."

Historic homes and beautiful municipal and botanical gardens are prominent along the [South Carolina Heritage Corridor](#). Travelers who simply wish for fresh air and friendly people will find the southern USA region around Orangeburg, South Carolina, a great place to visit. History buffs, festivalgoers, canoeists, fishermen, antique and art shoppers, horse enthusiasts, golfers, sod and goat farmers, naturalists, bird watchers, and train lovers gravitate to the area.

Affordability is another of the city's best-kept secrets. Annual tuition at South Carolina State University is \$18,008, according to their Web site. Five minutes from Southern Lodge, you can play a 9-hole round of golf at [Hillcrest Golf Club](#), including green fees and cart, for under \$20 on weekdays and weekends.

Southern Lodge's rates are so reasonable -- from \$62.95 nightly -- that snowbirds on a fixed income will linger for several days, stopping in route from their twice a year road trip migration between Florida and northern states. "Guests sit in lawn chairs outside their room door, idling for hours enjoying the calming fresh rural air," Mr. Patel explains.

When roaming around the nearby countryside, stop for an ice-cold Nehi orange drink, talk to the gentle folk, and take in a captivating sunset over Lake Marion. A little, single-row village of [Lone Star](#) (population 15 near Santee State Park) describes themselves as "a place you will want to take your family and friends." The old time setting is renowned for its barbecue dinner, antiques, and collectibles.

An upscale North Carolina couple confidently responded to the [FATZ Cafe](#) (3575 St Matthews Rd, Orangeburg, SC 29118, Phone: 803- 534-8000) bartender's inquiry about where they were lodging in Orangeburg. "We chose Southern Lodge. It's a nice, very affordable hotel near this great restaurant."

Offering a different menu each day, [Chestnut Bar & Grill](#) (1455 Chestnut St, Orangeburg, SC, 803- 531-1747) is a favorite for special functions or a memorable night out. A smartly style popular dining spot, [House of Pizza](#) (1375 Sims Street, Orangeburg, SC 29115, 803-534-7500) serves Greek-Italian cuisine.

## FALL AND WINTER EVENTS (2007)

Mark your calendar if you want to try an American village-style of fall and winter festivities and leisure in [Orangeburg](#), South Carolina.

- Taste of Orangeburg, (October 28, 2007, Noon 'til 3:30 PM.). On Russell Street's downtown square, a variety of restaurants and vendors feature samples of their cuisine. Free Admission. 803-531-6186.



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- Live productions still play at the downtown [Bluebird Theater](#), which became renowned as the site of Bob Hope's first road show in this country after he arrived from England. The *Sound of Music* show dates are November 9, 10, 11 and November 16, 17, 18, 2007. For more information call 803.536-9821.
- Lighting of the Christmas Children's Gardens (November 18 – January 1, 2008) at Edisto Municipal Rose Gardens.
- Annually in early January (January 4-5, 2008), is the largest field trial for coon dogs in the United States. Thousands of raccoon hunters from throughout the Southeast gather for the [Grand American Coon Hunt](#), a qualifying event for the World Coon.



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### ABOUT SOUTHERN LODGE

Renovated in 2005, Southern Lodge's architectural clean lines give a signal of practicality — low key and low cost — with 43 ground level rooms and kitchenette offerings, plus near-room parking. Touches of hominess begin with a devoted, caring staff. The fresh landscaped gardens, welcoming morning breakfast, and neighbor-friendly services are additional hallmarks that point to the pride of ownership from the world-traveler and businessman, Sam Patel. Over fifteen years ago the spry hotelier chose the long-term lodging investment in the Orangeburg area, moving his family from Great Britain. The hotel's new 2007 nature-based branding celebrates and showcases easy-going Orangeburg, South Carolina. Telephone 803-531-7333. Email [info@southernlodge.com](mailto:info@southernlodge.com). On the web [www.southernlodge.com](http://www.southernlodge.com). 3616 St. Matthews Road, Highway 601 (Exit 145A, I-26), Orangeburg, South Carolina USA 29118-8214.

### ABOUT ORANGEBURG SC

Orangeburg, also known as "The Garden City," is the largest city and [county seat](#) of Orangeburg County, South Carolina, United States. The population was 12,765 at the [2000 census](#). It is the county seat of Orangeburg County and is located southeast of [Columbia](#), on the north fork of the [Edisto River](#). In 2005, the [National Civic League](#) awarded Orangeburg County with the coveted [All-America City Award](#).

Orangeburg, named for [William IV, Prince of Orange](#), the son-in-law of King George II, of [England](#), was first settled in 1704 by an Indian trader, George Sterling. In 1735, a colony of 200 Swiss, German and Dutch immigrants formed a community near the banks of the North Edisto River. The site was attractive because of the fertile soil and the abundance of wildlife. The river provided an outlet to the port of [Charleston](#) for the agriculture and lumber products. The town soon became a well-established and successful colony, composed chiefly of small farmers. (Source: Wikipedia)

In 2007, Orangeburg hosted the first 2007 Democratic U.S. presidential candidate debate at Martin Luther King Jr. Auditorium on the campus of [South Carolina State University](#).

In greater numbers, International firms are discovering the area. In October 2007, Forbes reported Jafza International, a Dubai-based company purchased 1,300 acres of land near Santee, looking to build a logistics center and business park in Orangeburg County.

[Orangeburg Municipal Airport](#) (OGB) serves corporate and private jets.



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