



**EXPERIENCE “A DAY AT THE APOLLO”
AT THE HISTORIC BENTLY RESERVE**
*San Francisco’s Premier Meeting Venue Celebrates
Its Daring Barbary Coast History*

SAN FRANCISCO, CA – (MAY 30, 2018) — While the wild days of gold seekers flocking to San Francisco in the mid-1800s may be long gone, their colorful history lives on at the [Bently Reserve](#). Located in the heart of what was once the raucous Barbary Coast, the site of the Bently Reserve was once home to the Apollo Saloon: a floating warehouse, coffee, and doughnut shop that was converted from the abandoned *Apollo* ship.

Meeting attendees can step back in time to San Francisco’s Gold Rush era with the one-of-a-kind “A Day at the Apollo” package that includes:

- Full day rental of the [Apollo Room](#)
- Coffee and tea service for up to 20 guests, all day
- 20 assorted doughnuts
- Passes to the [Maritime Museum](#)
- A historical write-up about the *Apollo* ship
- A Financial District shipwreck map
- A/V included
- Complimentary set up

The Apollo Room is one of [nine state of the art meeting rooms](#) named after one of the 47 abandoned or sunken ships that docked near the Bently Reserve’s location in the Financial District during the mid-19th century. Built in 1831, the *Apollo* was sold from owner to owner as a trading ship from 1836-1848. The vessel made its final voyage to San Francisco on January 16, 1849, arriving on September 18, 1849. It was then dry docked and converted to a saloon. After serving as the Apollo Saloon for more than one year, it was destroyed in the tragic fire in 1851, along with six other vessels in the area. This fire also claimed the whaling ship *Niantic* — the namesake of another boardroom in the Bently Reserve. The *Niantic* operated as a warehouse, saloon, and hotel.

The remains of the *Apollo* were covered in sand and new structures were built atop of the landfill. Excavations undertaken in the early 1920s to build the Federal Reserve Bank of San Francisco revealed the entire interior of the ship as well as the tops of the charred pilings of the wharves that linked the *Apollo* to the shore. In 1925, during the construction of an armored car entrance into the Bently Reserve’s vault, the last of the remains were discovered, along with many Gold Rush artifacts.

The “A Day at the Apollo” package is available for meetings held from July 1 through September 30, 2018. For more information or reservations, contact Director of Events and Sales, Jim Bruels at (415) 294-2226, jim.bruels@bentlyreserve.com.

About The Bently Reserve

The Bently Reserve is one of San Francisco’s most prestigious event venues, and is ideal for meetings, special occasions, and weddings. With more than 14,000 square feet of meeting and event space, this state of the art LEED-certified building features a visually stimulating fusion of contemporary and classic San Francisco. Deeply influenced by Greco-Roman architecture, this 1924 Beaux-Arts building boasts opulent marble, grand staircases, ornate molding, and colorful murals, along with contemporary furnishings and state-of-the-art technology. Steeped in a rich and vibrant history, the Bently Reserve housed the Federal Reserve Bank from 1924-1983. It’s centrally located downtown in the heart of San Francisco’s bustling Financial District, and is surrounded by renowned restaurants, hotels, and shops. Popular neighborhoods and areas such as Chinatown, North Beach, Union Square, and the Embarcadero are all just a quick walk away. It is one mile to the Moscone Convention Center, 14 miles (30 minutes) to San Francisco International Airport, and 18.5 miles (40 minutes), to Oakland International Airport. For more information, call (415) 294-2226 or visit www.bentlyreserve.com. For our latest news, visit Facebook <http://www.facebook.com/bentlyreserve> and follow us on Instagram and Twitter @Bently-Reserve.

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