



## NEWS

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FOR IMMEDIATE RELEASE

### **Valentine's Day Promotion at The Spa at PGA National Helps Wounded Soldiers Call Home**

Hundreds of Prepaid Phone Cards Being Sent to Walter Reed Hospital

**Palm Beach Gardens, FL (February 12, 2007)** – This Valentine's Day, The Spa at PGA National is doing well by doing good. Under a special promotion launched at the beginning of the month, every Spa gift certificate sold in excess of \$120 will result in a 700-minute prepaid phone card for one of the recovering soldiers at Walter Reed Hospital. Each card will be sent in the purchaser's name to the Family Assistance Center (FAC) at Walter Reed Hospital for distribution to those in greatest need. Thus far, the response from customers purchasing gift certificates for friends and loved ones has been enthusiastic – the resort expects to send hundreds of phone cards to the hospital.

Many recovering soldiers at Walter Reed have families at U.S. military bases in Germany or in U.S. cities other than Washington, D.C. as well as buddies still serving in Iraq and Afghanistan. Maintaining contact with comrades, friends and families is great for morale, but the cost of long distance and overseas calls from the hospital's pay phones is prohibitive. While the hospital staff at Walter Reed is unable to accept cash or checks to cover phone costs, they can accept prepaid phone cards as donations.

“This year we wanted to do something special – and developing a promotion that offered our customers a way to touch two people in a significant way with their purchase just seemed to make sense,” said Margaret Byrnes, Director of The Spa at PGA National.

“The response has been terrific – greater than any of us expected actually. People are

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genuinely anxious to reach out, and this gives them a relatively simple way of making a very big impact. They feel good knowing that their purchase is not only providing a special gift to the one they know and love, but to someone in need whom they don't."

The special gift certificate promotion will be continued through February. Gift certificates can be purchased in person at The Spa, on the phone (561-627-3111) or on resort's website, [www.pgaresort.com](http://www.pgaresort.com)

Located in Palm Beach Gardens, Florida, PGA National Resort & Spa offers a complete resort experience for its guests and club members with a full array of amenities and services that speak to a wide range of interests and agendas. Developed as the centerpiece of a 2,340-acre luxury residential community, the 339-room resort boasts five master-designed golf courses. PGA National also features a multi-million dollar, 40,000 square foot Spa with the renowned *Waters of the World* collection of outdoor mineral pools, an extensive program of tennis instruction and competition on its 19 Har-Tru tennis courts, a 33,000 square foot Health & Racquet Club with personal trainers and a wide range of classes, five professional croquet lawns, multiple dining options, 34,000 square feet of meeting facilities and a resort pool which fronts a 26-acre lake.

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