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***Note to editors: Photos available upon request**

**THE SHERATON NASSAU BEACH RESORT LAUNCHES NEW
"FAMILY TIME IN PARADISE" PACKAGE**

Families Can Escape the Cold and Enjoy Connecting Rooms, a \$50 Daily Resort Credit, Complimentary Water Sports and More as Part of Resort's Enhanced "Love Your Family" Program

Nassau, The Bahamas (March 15, 2011) – Known as a premier family-friendly resort in the Bahamas, the Sheraton Nassau Beach Resort continues to attract parents and children because of its reachability, affordability and unique Caribbean flavor. Based on increasing demand from the family travel market, the resort has launched a new "Family Time in Paradise" package and enhanced its popular *Love Your Family* Program.

Perfect for families booking now through December 31, 2011, the "Family Time in Paradise" package includes:

- Guaranteed connecting rooms or suites where available
 - Daily \$50 Resort Credit
 - Kids 12 and under enjoy free food and beverage
 - Complimentary non-motorized water sports
- *Blackout dates may apply*

With rates starting at \$219, the "Family Time in Paradise" package also includes one welcome amenity per child per stay, a kids cup that can be filled up with juice, milk and soft drinks for free at the pool and a complimentary rollaway, subject to availability.

In addition to offering this exciting new package for families seeking fun in the sun, the Sheraton Nassau Beach Resort has also expanded its *Love Your Family* Program with unique and innovation initiatives. The only Starwood Caribbean property with an on-property Director of Fun, Kirkwood Mckenzie has now begun incorporating a full roster of new family activities, evolving into a true "Director of Family Fun." Some exciting initiatives launched already – and coming later this year – include a new Director of Family Fun YouTube channel, which will showcase family-friendly aspects of the resort, snippets from family activities and more, as well as a Director of Family Fun Twitter platform, where parents and kids interested in the resort can learn about upcoming specials,

packages and activities. By following the Director of Family Fun on Twitter once they arrive on property, families can stay tuned on unique activities taking place throughout their visit. In addition, travelers can now meet the resort's Director of Family Fun in person during a line-up of scheduled lobby meet-ups. At that time, he will share tips for families on making the most of their vacation.

"We strive to offer vacations full of fun, entertainment and long-lasting memories for every family that stays at the Sheraton Nassau Beach Resort," said Director of Family Fun Kirkwood Mckenzie, who oversees the *Love Your Family* Program. "These new twists on our family program are designed to encourage families to spend quality time together – and sometimes, apart – as well as offer the opportunity to enjoy experiences that are native to Nassau and its famed Cable Beach area, like the Junkanoo Jamboree."

As part of the *Love Your Family* program, families can also continue enjoying dive-in movies, where the latest family-friendly flicks can be viewed poolside while enjoying freshly popped popcorn; fireside storytelling; stargazing; and even participate in Bahamian Idol, a talent competition featuring local folk songs.

Additional *Love Your Family* Program offerings include:

- *Parents' Night Out* - Parents can take a guilt-free night off while their children enjoy their own big night out, dining with other kids and enjoying fun and festive counselor-led activities.
- *Added Guestroom Amenities & Services* - Families are guaranteed a host of family-friendly amenities including connecting rooms, child safety accessories and a minimum of at least one family television station, like the *Disney Channel* or *Cartoon Network*.

The *Sheraton Adventure Club*, which offers an endless variety of daily and evening activities and hands-on educational programs, will keep kids entertained and give parents a break. Activities include Bahamian arts and crafts, beach bowling, video games, junior chef cooking classes, field trips to Nassau's famous Straw Market and more.

When booking the "Family Time in Paradise" package, mention rate code LYF50PKG. For more information or to make reservations, call (866) 716-8106 or visit www.sheratonnassau.com.

About the Sheraton Nassau Beach Resort

Situated on a 1,000-foot stretch of one of Nassau's spectacular white-sand beaches, the 694-room Sheraton Nassau Beach Resort is set on seven exquisite acres of stunning waterscape, including three freshwater pools with flowing waterfalls, a swim-up bar and oversized whirlpools nestled among tropical landscaping. The resort houses six restaurants and lounges serving a variety of island specialties and international cuisine. The 694-room Sheraton Nassau Beach Resort offers accommodations featuring a large private balcony or patio. Rooms are equipped with high-speed Internet access, LCD flat-screen televisions and the signature Sheraton Sweet Sleeper™ Bed – a multi-layered creation adorned with voluptuous down pillows, sensuous cotton sheets and a signature blanket and duvet.

The Sheraton Nassau Beach Resort is 15 minutes from Nassau's Lynden Pindling International Airport, which is serviced by a number of domestic and international carriers. Visit the Sheraton Nassau Beach Resort on [Facebook](#) and [Twitter](#).

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