



FOR IMMEDIATE RELEASE

Media Contacts:

Kreps De Maria Public Relations and Marketing

Sissy De Maria / 305-663-3543 / sdemaria@krepspr.com

Vanessa Fioravante / 305-663-3543 / vfioravante@krepspr.com

Kimpton Hotels & Restaurants

Jamie Law / 415-955-5495 / jamie.law@kimptongroup.com

MEL-ODRAMATIC SPLIT vs. MARITAL LONGEVITY **Kimpton's Vero Beach Hotel & Spa Celebrates Marital Longevity by Discounting Rates by Years Married**

VERO BEACH, Fla., August 3, 2010 – Cheating. Divorce. Bad, *MEL*-odramatic behavior by certain A-list celebs. It's time to bring love back. Rewarding those who've stuck it out all these years, Kimpton's oceanfront [Vero Beach Hotel & Spa](#) is celebrating marital longevity with a deal that gets better the longer a couple has been together.

Nestled on a barrier island, in a charming seaside town on South Florida's Treasure Coast, the Vero Beach Hotel and Spa is offering couples a discounted rate on their first night stay, based upon the number of years that they have been together – 10 years equals 10% off; 60 years equals 60% off! Together, couples will enjoy an array of amenities and area activities, from in-room spa treatments, evening wine hour and endless beach combing, to kayaking tours with manatees, antiquing and world-class art installations at the Vero Beach Museum of Art.

Available **August 9 through December 23**, long-time married couples will receive:

- One night discounted by the number of years married (no minimum night stay requirements; proof of marriage date required);
- AARP "Young at Heart" discount of 10% on subsequent nights (for guests ages 55+);
- Bottle of red or white wine and two gourmet cupcakes in room on the first night.

“News of divorce, cheating and celebrity splits always seems to overshadow long-lasting love,” says Marco Scherer, general manager at Kimpton’s Vero Beach Hotel & Spa. “It is time to embrace it and where better than the romantic, tranquil town of Vero Beach with its sugar-sand beaches, charming boutiques and sophisticated, friendly atmosphere.”

For reservations, guests must call our Front Desk Manager, Melissa Deacon at 1-772-231-5666 or email her at Melissa.Deacon@VeroBeachHotelandSpa.com and mention the rate code “MARRY.” Additional taxes, fees, restrictions and blackout dates may apply.

Furry friends are always welcome at Kimpton’s Vero Beach Hotel & Spa for no charge. In addition to receiving complimentary treats upon arrival, pets are often greeted by Oliver, the hotel’s four-legged Director of Pet Relations.

For more information about Kimpton’s Vero Beach Hotel & Spa, visit www.verobeachhotelandspa.com or call 1-866-602-VERO. Facebook users can visit the hotel at www.facebook.com/verobeachhotelandspa.

#

ABOUT KIMPTON’S VERO BEACH HOTEL & SPA

Located on one of the country’s most exclusive and pristine beaches in Vero Beach, Florida – less than two hours from Palm Beach and Orlando International Airports – the AAA four diamond Vero Beach Hotel & Spa offers 113 West-Indies-style designer guest rooms appointed with dark mahogany woods, Jerusalem stone flooring, granite countertops, flat screen televisions, sumptuous bedding and spacious balconies overlooking the spectacular Atlantic Ocean. Popular with guests are the adjacent oceanfront *Cobalt* restaurant and *Heaton’s Reef Bar & Grill*. Favorite hotel amenities include a private beach, heated ocean view pool, complimentary evening wine hour for overnight guests, fitness center, golf privileges at private clubs, an executive boardroom and private event room, concierge, laundry, valet parking and business center services. A full-service onsite spa is scheduled for completion in the fall of 2010. Until then, guests can enjoy Kimpton’s signature in-room spa services including massage, body and facial treatments. For more information call 1-866-602-VERO or visit the www.verobeachhotelandspa.com.

ABOUT KIMPTON

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Founded in 1981 by Bill Kimpton, the company is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Each hotel provides a range of exciting culinary experiences through locally-loved, top-rated, destination, chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare program that spans all hotels and restaurants. Market Metrix, a recognized authority and leader in feedback solutions, consistently ranks Kimpton above other hotel companies in luxury and upper upscale segments for customer satisfaction. Privately held Kimpton operates 50 hotels and 54 restaurants in 16 states. For more information visit www.KimptonHotels.com or call 1-800-KIMPTON.