

Simple relaxation is the philosophy at The Reef Resort, Grand Cayman. The staff at The Reef strives to provide travelers an atmosphere to re-engage as they view travel as a freedom; a freedom to escape the everyday, to detach from modern technology and refuel their sense of wonder. The resort's tranquil location on the East End of the Island is highly desirable for travelers who yearn for simplicity, and to recommit to what is real. Snorkel from their coastline, indulge in their casual comfort and reap the benefits of their spacious beachfront (1,600 sq.-ft.). Meet their new relaxation guru Jake Wheeler at [www.simplerelaxation.com](http://www.simplerelaxation.com), develop your version of relaxation and come back as Jake is just beginning his journey.

Story Ideas: Packages are available from April 18 – December 20, 2009

***New Shoes, Travel & Transformation – Five night package total \$750 per person based on quad occupancy***

Are you searching for a new beginning -- a new career, relationship, relocation, improved health or fulfillment of a dormant dream? The Reef Resort announces a new program entitled *New Shoes – Travel & Transformation* in partnership with Lifestyles guru Donna Mitchell, ([www.caymanactive.com/health/generalhealth/262-lifestyles-with-donna](http://www.caymanactive.com/health/generalhealth/262-lifestyles-with-donna)) an on island yoga professional who is introducing a unique experiences ideally suited to meet today's malaise. *New Shoes* includes a pair of new shoes (flip-flops as most folks at The Reef don't wear shoes), fins and snorkel rental for the entire stay, a manicure, pedicure, and facial at Le Soleil spa, 2 yoga classes, a champagne cocktail hour and a two- hour seminar with Donna, a private tiki beachside dinner for four. If you're a journalist who writes on yoga, lifestyle, relaxation topics and more please contact Zapala, as Donna consistently updates her events at the Resort.

***Adventure Package for Junior \$2075 for a family of four -- Teens Simply Adventure Package is also available***

Families looking to re-engage can do so quite easily as The Reef Resort has designed a package for families with children under 12 looking to enjoy the unique aspects the island offers while participating as a family. This five night stay includes: a five-day snorkel rental for the entire family, a midsize car rental, ½ day paddle boat with canopy, 1 hour glass bottom two person kayak rental x 2, a behind the scenes tour of the Blue Iguana Programme plus a \$25 donation to the Programme made in the families name, and onsite children's activities rates: \$2075 (All taxes are included and the Reef Resort does not impose resort or service fees).

***Escape from the Everyday – Gal Pal Adventure \$700 per person taxes based on quad occupancy***

Are you and your gal pals seeking a fun new adventure? An escape from the everyday? The folks at The Reef Resort designed a new package to inspire you to take a risk, try something new and of course relax a bit. Four nights in a beachfront 2-bedroom suite, jeep rental, snorkel gear and snorkel map, paddleboard lesson, Stingray City trip with snorkel stop, one-hour windsurf/paddleboard/kayak session per person per day, unlimited bicycle use, 50 minute massage, a manicure and pedicure at the new Le Soleil Spa, and chilled glass of champagne upon arrival.

***The Reef Resort launches non-motorized sports - Rentals start at \$20 per person -- lessons recommended***

In keeping with all things simple and easy The Reef Resort is introducing a variety of new non-motorized sporting activities for families, teens, tweens, GenX, Y, and boomers. The idea behind this concept is to get travelers moving in a fun, green-friendly, and interactive way, think; paddle boarding, kite surfing, kayaking, of course onsite lessons are offered for beginners, plus power snorkeling (motorized --battery - power snorkeling) is also now available.

***The Simply All Inclusive™ package – Packages start at \$490 per night for two, including taxes and gratuities fifth night free when booking five or more nights***

This package was created for budget minded families who appreciate a great value and premium amenities. The Simply All Inclusive™ package includes all taxes and services charges, unlimited drinks (including top shelf premium cocktails) in the resort's bar The Rusty Pelican and Pelican's Reef restaurant, three meals daily (guests can choose anything from the a la carte menu), snorkel equipment, tennis, gym, and bicycle rentals as well as a complimentary on-site "discover scuba diving" lesson. Guests staying seven or more nights can also add a complimentary catamaran excursion to the renowned Stingray City or a relaxed Sunset Sail. Three swimming pools, water aerobics (a great exercise for children and adults of all ages), a daily noon fish feeding from the resort's dock, children's activities, water volleyball, shell collecting, sandcastle building, and endless beach adventures are all at a guest's fingertips. For those who relish captivating sunsets and evening activities, the resort offers a variety of entertainment, including the legendary Barefoot Man ([www.barefoot.com](http://www.barefoot.com)). Stay in shape at the new Simply Fit gym or rejuvenate in the new boutique spa LeSoleil Spa.

**Contact:**

Please feel free to adapt these ideas to your editorial needs, or contact Zapala for more information about one of these angles, as they can be customized to fit your needs; i.e. different activities can be substituted, trips, etc..

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