

**Media Contacts:**  
Claire Kunzman / Melissa Benhaim  
Cheryl Andrews Marketing Communications  
P: 305-444-4033  
[claire@cam-pr.com](mailto:claire@cam-pr.com) / [melissa@cam-pr.com](mailto:melissa@cam-pr.com)



**7<sup>th</sup> ANNUAL “HEROES SALUTE” PROGRAM HONORS AMERICAN HEROES  
AT HAWKS CAY RESORT, VILLAS AND MARINA**

*Heroes Salute continues to grow with new tribute events, discounted room rates and special offers on destination activities at the newly renovated Florida Keys resort*

**DUCK KEY, Fla. – June 18, 2015** – Fresh off of a multi-million-dollar renovation, [Hawks Cay Resort, Villas and Marina](#), the only island resort destination of its kind in the Florida Keys, is honoring the nation’s heroes with its annual **Heroes Salute** program, taking place **August 17 through November 23, 2015**. The program offers active and retired members of the military, fire and rescue, law enforcement and medical personnel special discounted room rates starting at \$119 per night as well discounts on resort activities and weekly tribute events. The highlight of the program, the annual **Heroes Salute Tribute Weekend**, will return **over Labor Day Weekend, September 4 through 7**. Weekend activities will include a red, white and blue 5K Run/Walk; a Touch-A-Truck event; an all-American barbeque; a special tribute ceremony complete with Color Guard and fireworks; a live music concert with local Keys musician Howard Livingston; and more.

Worth a return visit for even those who have participated in years past, the 2015 program offers heroes and their loved ones the opportunity to be among some of the first to experience the all-new Hawks Cay. The resort’s new offerings include The Oasis, an exclusive adults-only area with five private cabanas at the Tranquility Pool; Coral Cay, an updated activities and adventures center for all ages; and the refreshed Calm Waters Spa, where heroes will receive exclusive spa treatment discounts. Additional special offers will be available for SNUBA and dive excursions, Dolphin Discovery and Dockside programs through the on-site Dolphin Connection facility, Segway tours, fishing charters, dockage at the Marina and Camp Hawk for kids.

While the \$119 nightly starting room rate is only available to heroes and their immediate traveling party, Hawks Cay is also allowing civilians the opportunity to receive a 20 percent Heroes Supporter discount by donating \$5 or more to Firehouse Subs Public Safety Foundation; the discount is valid for stays from August 17 through November 23, 2015.

Additionally, Hawks Cay will be hosting a weekly Heroes in Action ceremony to pay tribute to those in service. The event will also allow guests the opportunity to submit images of their heroes via social media to be included as part of the ceremony. To submit images of a hero staying at Hawks Cay for the weekly tribute ceremony, please email [socialmedia@hawkscay.com](mailto:socialmedia@hawkscay.com) or send via direct message on [Facebook](#), [Instagram](#) or [Twitter](#). To

follow the Heroes Salute conversation on social media, use the hashtag #HawksCayHeroes and follow the resort on Facebook, Twitter, Instagram and Google+ at @HawksCayResort.

For more information, please visit <http://www.hawkscayheroes.com/> or call 877-484-9342.

**About Hawks Cay Resort, Villas and Marina**

Hawks Cay Resort, Villas and Marina, located on Duck Key in the Middle Florida Keys, is the premier destination in the Florida Keys for outdoor fun in the sun. Situated roughly halfway between Key Largo and Key West, this 60-acre, tropical destination is easily accessible by car, boat or plane yet feels worlds away from everyday life. A recipient of the AAA Four Diamond Award and a member of the Preferred Hotels & Resorts Lifestyle Collection, Hawks Cay recently completed a multimillion dollar renovation. This resort-wide enhancement included updates to 177 guestrooms and suites, 15 meeting rooms, the 85-slip marina and all public spaces, including the kids' club and Pirate Ship Pool. Other additions include The Oasis, an exclusive adults-only area with five private cabanas at the Tranquility Pool; two luxury penthouses; and 16 family suites.

On-property, guests enjoy offshore, flats and backcountry fishing; diving; kayaking; kiteboarding and standup paddleboarding programs; Cliff Drysdale tennis program; Segway tours and the only resort-based Dolphin Connection program with complimentary daily viewings. The resort is also home to 225 two- and three-bedroom villas, four restaurants, a saltwater lagoon, five swimming pools and the award-winning Calm Waters Spa.

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