

Media Contacts:

Holly Zawyer / Lauren Liebler
Cheryl Andrews Marketing Communications
P: 305-444-4033
Holly@cam-pr.com / Lauren@cam-pr.com



Hawks Cay Resort is Celebrating its Annual Heroes Salute with an Extra Month
The Resort has extended the program through December for guests to enjoy longer

DUCK KEY, Fla. – May 15, 2017 – [Hawks Cay Resort](#), an iconic destination resort in the Florida Keys, is honoring the brave men and women who serve our nation with its 9th annual **Heroes Salute** program, which is now from **August 15 – December 23, 2017**. Heroes Salute honors American heroes by offering active and retired members of the military, fire rescue, law enforcement and medical personnel, special discounted room rates starting at \$129 per night, as well as discounts on resort activities and special weekly tribute events.

The **Heroes Salute Weekend** celebration kicks off the program with live music, fireworks, food and activities during Labor Day Weekend, **September 1 - 3**. Activities will take place throughout the weekend-long event including a Heroes Salute 5K Run/Walk, a live music concert and more. A special tribute ceremony featuring a color guard performance and fireworks will wrap up the weekend festivities.

The Resort is honoring all the heroes staying during the program in its weekly Heroes Salute tribute ceremony and slideshow. To submit a photo of a hero for the slideshow, upload it to any one of the Resort's social media networks ([Hawks Cay Resort on Twitter](#), [Facebook](#), [Instagram](#) and [Pinterest](#)) with the hashtag #HawksCayHeroes and with the person's name, affiliation and dates of stay at the resort. For those without social media, submissions can be sent to socialmedia@hawkscay.com

While the \$129 nightly starting room rate is only available to heroes and their immediate traveling party, Hawks Cay is also allowing civilians an opportunity to receive a 15 percent Heroes Supporter discount by donating \$5 or more to Firehouse Subs Public Safety Foundation through the resort's website or its reservation agents, valid for stays from August 15 – December 23, 2017. For more information, please visit <http://hawkscay.com/herossalute> or call 866-525-5368.

About Hawks Cay Resort

A recipient of the prestigious AAA Four Diamond Award and a member of the Preferred Hotel Group Lifestyle Collection, Hawks Cay Resort is located on Duck Key in the Middle Florida Keys. Situated roughly halfway between Key Largo and Key West at mile marker 61, this 60-acre, tropical destination is easily accessible by car, boat or plane yet feels worlds away from everyday life.

Alongside the aquamarine water of the Atlantic Ocean, 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 in the continental U.S. The resort boasts 177 guestrooms and 250 two- and three-bedroom villas, a full-service marina, six restaurants, saltwater lagoon, five swimming pools, kid and teen clubs and the award-winning Calm Waters Spa.

#