



FOR IMMEDIATE RELEASE

SEA ISLAND TRADITIONS OLD AND NEW

SEA ISLAND, GA - **Traditions** are part of the fabric of Sea Island and have charmed visitors since the doors opened in 1928.

Bingo:

On Tuesday and Thursday nights throughout the summer and during special times of year, guests at Sea Island step back in time. Many gentlemen don jackets, ladies dress in their finest and children wear their "Sunday best," while playing the game with the hopes of winning cash prizes. Legendary callers shout familiar phrases coined by Sea Island guests such as "Clickety-Click, O-66," and "Par for the Course, O-72."

Corn Muffins and Gold Brick Sundaes:

Dining has long been a celebrated Sea Island tradition. From buttery corn muffins and Gold Brick Sundaes to local shrimp and fresh fruit cobbler, many of the favorite dishes were created years ago and continue to be requested by hundreds of guests who come back to Sea Island year after year.

Seasonal Favorites and Festivals

New Year's Celebrations:

From the spectacular annual display of fireworks launched from the Sea Island Beach on New Year's Eve to the morning after reviving Polar Bear Plunge in the Atlantic Ocean, Sea Island celebrates New Year's with festive parties and rousing traditions.

Easter:

Sea Island's annual Easter Egg Hunt began more than 40 years ago and today sends children on the joyful mission of finding more than 10,000 eggs hidden throughout the grounds. Sea Island's resident Easter Bunny, Ol' Velvet, visits the crowd and leads the annual "Bunny Hop Fun Run" down the beach. A non-denominational Sunrise Service is held on the Sea Island Beach on Easter morning.

Thanksgiving:

Thanksgiving is a fêted time of joy and tradition at Sea Island, as guests come year after year to break bread with their families. During Sea Island's annual "Turkey Trot Fun Run," guests follow

the turkey down the beach and have no qualms about enjoying a Thanksgiving feast later that afternoon.

Christmas:

Christmas is particularly festive at Sea Island. The Forbes Five-Star Cloister and the AAA Five-Diamond, Forbes Five-Star Lodge at Sea Island Golf Club are full of twinkling Christmas trees, gingerbread castles and angelic carolers. At the annual "Elf Tuck-In," Santa's Junior Staff "elves" put children to sleep with a warm cookie, milk and bedtime Christmas story. The traditional "Reindog Parade" displays costumed pets and awards the one designated as most likely to lead Santa's sleigh. At the Children's Christmas Eve Party, Santa and Mrs. Claus arrive with fanfare and a present for every child, creating memories to last a lifetime.

For additional information or to make reservations, call 855-231-6761 or visit the web site at www.seaisland.com.

About Sea Island

Since 1928, Sea Island has been known as an exceptional destination appealing to those who appreciate gracious service and heartfelt hospitality. With four Forbes Five-Star experiences -- The Cloister at Sea Island, The Lodge at Sea Island, The Spa at Sea Island, and the Georgian Room restaurant -- Sea Island entices families, outdoor enthusiasts, and those simply wanting to refresh. It is the only resort in the world to have received four Forbes Five-Star awards for 11 consecutive years. As the only U.S. resort to host a G-8 Summit of world leaders, Sea Island provides exceptional settings and service for conferences and executive retreats.

Located on the southeastern coast of Georgia, Sea Island features five miles of private beach, a Beach Club, tennis center, Yacht Club, Shooting School, and children's programs, as well as three championship golf courses, including Seaside and Plantation, home of the PGA TOUR's RSM Classic. Located on St. Simons Island, The Inn at Sea Island offers casual accommodations with access to many Sea Island amenities. Broadfield, a Sea Island Sporting Club and Lodge, offers seasonal hunting and fishing opportunities.

Enhancements recently debuting at The Lodge include six new cottages with 14 sleeping rooms, an oceanfront pool, and pool house, and an 18-hole putting course, called Driftwood. Early 2019 brought an all-new, 17,000-square-foot, state-of-the-art Golf Performance Center.

Those seeking adventures in the spirit of the American west may choose to visit The Broadmoor, the other member of the Sea Island family. Opened in 1918 and situated at the gateway to the Colorado Rocky Mountains in Colorado Springs, The Broadmoor is the longest consecutive winner of the Forbes Five-Star and AAA Five-Diamond awards. Like Sea Island, the resort offers guests a unique way to experience one of the country's most beautiful settings, and is known for its history, tradition, and service excellence.

About The Broadmoor – Sea Island Company

Under one ownership, the historic and independent sister properties of Sea Island in Georgia and The Broadmoor in Colorado offer multifaceted destinations with an array of accommodations, amenities and activities tailored to meet the specific needs and desires of nearly all individual guests and groups. The diversity of experiences, each delivered with the best in service, truly makes this marriage of two

iconic luxury resorts one of the most unique in the world. Under the direction of The Broadmoor-Sea Island Company, both properties share best practices, training and development, as well as joint marketing initiatives and combined sales efforts. Between them, these two independent resorts have the unique distinction of holding seven sets of Forbes Five Star awards for service excellence.

Media Contacts:

Courtney Long
Nancy J. Friedman PR
212-228-1500
seaisland@njfpr.com

###