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Contact: Priscilla Caldwell

Priscilla@madiganpratt.com 757-645-3113

BLOGGERS CHOOSE CONTEST WINNER, 9 BEACHES NAMED "AN UNASSUMING PARADISE"

SANDYS, Bermuda — Fans of *9 Beaches*, Bermuda's only ultra-casual resort, have chosen a winner of the *9 Beaches* Caption Contest. More than 2,000 people weighed in on the blog <http://9beaches.blogspot.com/> and voted on the top ten phrases submitted to *9 Beaches* to describe the resort. The overwhelming favorite aptly names *9 Beaches* "an unassuming paradise." Shannon Empson Stratford of Ontario, Canada, the creator of the caption, has won a free 6-day/5-night stay at *9 Beaches*!



Guests came up with a wonderful array of descriptions for the uniquely ultra-casual resort experience — "Heaven on Earth for the Down to Earth," "Sun-Kissed Peaceful Bliss," "Back to Nature," "Perfect Beach Style Wedding," "Get Away From it ALL," and "Bermuda WOW!" to name a few. All the finalists received one of the hotel's most popular logo items — a free *9 Beaches* hat.

"The contest has served as a great way to distinguish ourselves from other resorts; our fans know us best and have submitted brilliant descriptions of the resort," says General Manager Robin Gilbert.

"*9 Beaches* is an understated paradise providing an unparalleled Bermuda experience for the right travelers — adventurous, water sports lovers." The spectacular beaches, big sky sunrises and sunsets, and relaxed atmosphere make a dreamy vacation for the ultra casual. Luxury seekers should vacation elsewhere. This flip-flop friendly resort promises no jackets and ties, no fancy framework, just exquisite seascapes and perfect beaches.

Visit www.9beaches.com for reservations or information about Bermuda's only ultra-casual resort. Or, call *9 Beaches* directly at 866-841-9009 toll-free or your favorite travel agent.

ABOUT 9 BEACHES

9 Beaches, is Bermuda's only ultra-casual resort and includes 84 private cabanas stretched over 18 acres on the westernmost tip of Bermuda. Some guests have called it, "Heaven on Earth for the down to Earth" and now "Bermuda's Unassuming Paradise."

Soft-sided cabanas stand on stilts and all have a stunning view of the Atlantic Ocean. Some cabanas even perch over the sapphire sea and Plexiglas floor panels reveal tropical fish fluttering underfoot. Ceiling fans and tropical breezes maintain comfortable temperatures, and for guests who need that extra bit of cool air, each cabana has air conditioners. All 84 cabanas have ample windows and double doors that open onto ocean view verandas. These sturdy structures have aluminum frames and sailcloth-like material covering the aluminum frames, perfect for casual Bermudian living. While some guests have called *9 Beaches'* cabanas "luxury tents" they are more like private beach houses furnished with a queen-size bed, a small bathroom with shower and a veranda.

With 9 private beaches (even at high tide) and some of the most beautiful water in Bermuda, the resort caters to active, down-to-earth individuals who are young at heart and love the great outdoors. Guests at *9 Beaches* enjoy a most relaxed Bermuda atmosphere where flip-flops are required, stilettos banned, and traditional "luxury seekers" discouraged from coming.

Aquatic options abound: Hobie Catamarans, sailboards, and sea kayaks. Bob aboard a floating lounge or relax on our aqua decks. Ripple the waves in a paddleboat or snorkel or snuba — a snorkeling-scuba hybrid — to the wreck of the *HMS Vixen*, a small, 1860s twin-screwed ironclad that is just off the coast of one of the 9 beaches. More adventuresome guests can skim the surface on kite boards, following lessons from instructors certified by the International Kite Boarding Association. Experience a thrill ride on our unique tow-able "Fly Fish." Explore Bermuda's beautiful coral reefs on the Reef Comber, our glass bottom boat. The cruise goes out 6 miles off Bermuda to the Reef Flats, extremely shallow waters with amazing coral and marine life. For an even closer look, snorkeling equipment is provided, as well.

Guests of *9 Beaches* can downshift and download at the same time with Wi-Fi (high-speed wireless connections) over various hot spots around the resort. There's an Internet station in Centre Stage for use free of charge. All guests also receive a complimentary Bermuda cell phone (one per cabana) for free local calls and for international calls (fees apply). Important numbers such as the Concierge, a la Carte food & beverage service and our Duty Manager— are pre-programmed. iPods with music to fit just about every taste also are available.