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## **FOR IMMEDIATE RELEASE**

### **BITTER END YACHT CLUB AFFORDS THE ULTIMATE FAMILY RETREAT** *Admiral's Family Package is an All-inclusive Answer to Bluewater Adventure*

**DECEMBER 14, 2007 (Virgin Gorda) – Bitter End Yacht Club**, a family owned and operated resort located in the lesser-known Virgin Gorda, BVI, has proven the ultimate family escape for over 30 years, offering a casual, safe and communal atmosphere for all members of the multi-generational clan. With an array of kid- and teen-friendly activities, from kneeboarding, snorkeling and lessons at the accredited Sailing School, to outdoor movies, Beach Olympics and even designated “Special Kids Weeks,” Bitter End Yacht Club is truly a barefoot retreat made accessible by several all-inclusive packages to satisfy every family need.

Originally the Hokin family’s island escape, Bitter End Yacht Club now shares its traditions with all guests via the all-inclusive **Admiral’s Family Package**, which provides adjoining accommodation for two adults and two children (ages 6-18) in the newly renovated bungalow-style Beachfront Villas or North Sound Suites. In addition to receiving three meals daily, all guests have access to Bitter End’s complimentary Club Fleet (more than 100 boats and daysailers), as well as to snorkeling trips, day-long bluewater excursions, sunset sails, the Sunday Regatta and party, champagne and dinner cruises and all Kids Program activities. Admiral’s Family Package prices start at US \$6,825 for a seven-night stay, for a family of four in two rooms.

Sailing skills a little rusty – or even nonexistent? Bitter End’s US Sailing Association-accredited Sailing School provides a fun yet safe learning environment for kids (ages seven and up), teens and adults, with classes ranging in experience level from “Course 101 – Introduction to Sailing” to “Course 202 – Cruising Prep; Preparation for Bareboating.” Whether learning to sail, snorkel or windsurf, lifejackets are always worn and with a staff consisting of more than 250 members, parents can relax knowing their children are in an abundance of good hands.

“Bitter End was originally designed to be our own family hideout and has since evolved into a family retreat with amenities and customized programming not found in many other Caribbean destinations,” says Dana Hokin, Managing Partner of Bitter End Yacht Club. “Throughout the years, families pursuing their interests, both together and independently, have helped shape the resort into the warm community it is, an island escape worthy of repeat visits year-after-year.”

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Bitter End understands that holidays are often the most convenient time for family adventures and so the resort has designated the weeks of Thanksgiving, Christmas, Presidents' Week and Easter "Special Kids Weeks." With the help of Sail Caribbean, the premiere sailing camp for teens and young adults, expanded programs are offered during these weeks, and include tubing, kayaking, sailing lessons, regattas and the Beach Olympics – chock full of flipper races, watermelon rugby, Caribbean log roll and more. Younger children too can join in the fun, as Bitter End's Kids Program offers supervised arts and crafts, nature hikes and sand painting for little land lovers and movies at the outdoor Sand Palace theater to wind down after an active day.

Parents and kids are welcome to participate in all activities and excursions together, as well as enjoy the delectable cuisines offered in Bitter End's restaurants. Special menus are always available with creative kiddie entrees, such as "Captain Crabby's Chicken Fingers" and "Molly Mermaid's Macaroni," but if mom and dad would like to dine alone, babysitting services can be arranged.

### **Background:**

The Bitter End Yacht Club, an island outpost known for its historical charm and exclusivity, is accessible only by sea and has been luring sea-lovers from across the globe for more than 30 years. Located on the protected waters of North Sound on the lesser-known island of Virgin Gorda (British Virgin Islands), the lush, beachfront resort is a sailing and water sports mecca, thanks to its near perfect year-round sailing conditions, eternal sunshine and crystal-blue waters. Known for its casual, safe, communal atmosphere and robust activity programs, Bitter End is a favorite destination for couples, families and groups, many of which who return year-after-year.

Guests can learn to sail at Bitter End's U.S. Sailing-accredited Sailing and Windsurfing School, dive with the world-famous Kilbrides Sunchaser Scuba or take advantage of the resort's legendary Club fleet, featuring over 100 well-maintained watercraft, and its more than 15 weekly excursions to many of the BVI's treasured islands and reefs.

The resort includes more than 85 beachfront, bungalow-style guest rooms, the world's largest complimentary fleet of watercraft, 70 moorings and 20 slips, an on-site sailing school, two restaurants, a full-service spa, an Emporium, shops, a freshwater pool and three private beaches. The barefoot elegance that characterizes this island outpost is why Bitter End is regularly hailed as one of the top full-service resorts in the world.

The Bitter End Yacht Club is just 12 miles from Tortola, 30 miles from St. Thomas and 75 miles from Puerto Rico. For more information or to make reservations, call 800-872-2392 or visit [www.beyc.com](http://www.beyc.com).

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