

## Sunny the Sea Turtle – Kid Tested, Mommy Approved

DESTIN, Fla. (May 2, 2012) – The Hilton Sandestin Beach Golf Resort & Spa, Northwest Florida’s largest full-service beachfront resort, introduced its newest team member – Sunny the Sea Turtle – to a special group of Mommy Bloggers and their children this week during the “Mother of all FAMs” press trip. On paper, Sunny is a cute and colorful sea turtle, but his job is to spark some family fun and creativity among guests, while also promoting protection of marine life – and that he did!

Like those attending the press trip, every child checking into the resort receives their own colorful Sunny to keep with them during their stay. Guests are encouraged to include Sunny in photographs of their vacation experience at Hilton Sandestin Beach and then email their favorite pictures of Sunny, along with a description, to [Sunny@hiltonseaturtle.com](mailto:Sunny@hiltonseaturtle.com) before the end of their stay. In addition to on-their-own activities, younger guests often involve Sunny in the various activities at the Kids Krew, such as scavenger hunts, sandcastle contests, Secret Agent Night, and more.



Each week, judges select their favorite photo to be posted on the resort’s Facebook page and in the Kids Krew at the resort. Weekly winners receive an ice cream cone from the resort’s own Picnic restaurant, and are entered to win the Grand Prize – a three-day/two-night family vacation for four at Hilton Sandestin Beach Golf Resort & Spa\*. The Grand Prize winner will be selected by voters on Facebook by December 31, 2012.

“Sunny the Sea Turtle was fun to have as part of our adventure at Hilton Sandestin Beach,” said Toni Patton, author of *A Daily Dose of Toni*. “Most kids don’t want to interrupt the fun on vacation to pose for pictures, but Sunny and the best photo contest made them want to take a lot of photos for a chance to win ice cream or the grand prize trip.”

In addition to being in pictures, Sunny’s job is to advocate the protection of marine life, especially endangered sea turtles. Guests of all ages are able to learn about protecting mother turtles as they lay their eggs – the process of hatchlings making it back to the Gulf and Hilton Sandestin Beach’s efforts to protect sea turtles through turtle-safe lighting by reading the information on Sunny.

“We at the resort are committed to protecting our natural beauty, but we want our guests to get involved as well,” stated Hilton Sandestin Beach General Manager Gary Brielmayer. “With Sunny, we are able to educate guests of all ages in a fun and educational manner.”

As a result of its recent 2010/11 renovation project, Hilton Sandestin Beach has made a number of enhancements to decrease their carbon footprint further and protect the natural wildlife that surrounds the beachfront property. Hilton Sandestin Beach installed more than \$250,000 in “turtle safe” LED lighting, specially designed to minimize disturbances to nesting sea turtles, their hatchlings, and other coastal wildlife. The new lighting was installed as part of the newly renovated 20,000-square-foot pool deck, giving off a warm, orange glow so guests can enjoy beachside dining and evening swims, without distracting turtles from the moonlight.

For more information about Sunny the Sea Turtle, visit [www.SandestinBeachHilton.com](http://www.SandestinBeachHilton.com) or contact Karen Cooksey at [kcooksey@hiltonsandestinbeach.com](mailto:kcooksey@hiltonsandestinbeach.com)

###

#### **About the Hilton Sandestin Beach Golf Resort & Spa**

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts & Hotels, is located on the sugar-white sands and emerald-green waters of Northwest Florida’s Gulf Coast in Destin, Fla. – one of *Good Morning America*’s “10 Most Beautiful Places in America”, as well as one of Trip Advisor’s “Top 25 U.S. Destinations” in 2011. Aside from its stunning location, Northwest Florida’s largest full-service beachfront resort hotel boasts 598 spacious accommodations, more than 32,000 square feet of award-winning meeting space, a world-class spa and fitness center, five on-site dining venues – including a AAA Four-Diamond restaurant – abundant resort recreation options, access to championship golf courses, and close proximity to the area’s best attractions. For more information on Destin’s premier hotel, visit [www.HiltonSandestinBeach.com](http://www.HiltonSandestinBeach.com), or stay up-to-date with its latest news and promotions on its Blog, [Facebook](#), [Twitter](#) or [YouTube](#).

\*Blackout dates and restrictions apply.