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Editor's note: Related high-resolution photos and graphics can be downloaded at <http://thelastword.zenfolio.com/serenity10anniversary> (Password: Hilton). Event photos have also been posted to <http://facebook.com/hiltosandestinbeach>.

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THE HILTON SANDESTIN BEACH CELEBRATES A DECADE OF SERENITY ...

***Serenity by the sea* marked its 10th anniversary with a special event honoring staff, clients and community partners**

Destin, Fla. (September 23, 2011) – Clients, community partners and media gathered at the Hilton Sandestin Beach Golf Resort & Spa last night for a VIP reception celebrating the 10th anniversary of the resort hotel's award-winning, full-service spa, *Serenity by the sea*.

"We appreciate the community's support during the past decade. Since we opened the spa's doors in 2001, it has been our community and our clients who have allowed *Serenity by the sea* to become the best in spa treatments, salon services and fitness offerings," said Gary Brielmayer, general manager of the Hilton Sandestin Beach. "*Serenity by the sea* has had 10 successful years because of the dedication of those hard-working individuals who make up our team, and who, every day, provide our guests with an unforgettable experience."

The exclusive reception, which was held in the Emerald Ballroom, featured music from the jazz trio, Class Act, as well as a diverse selection of healthy hors d'oeuvres and a wide array of signature cocktails, including a Serenity Bliss Martini.

Additionally, attendees had the opportunity to experience chair massages courtesy of *Serenity by the sea* therapists; *jane iredale* makeup consultations from the spa's makeup artist, Cleo Spielberg; and samplings from premier vendors such as Image Skin Care, Kneipp, Moroccanoil, Phytomer, Pure Fiji and Zents. Guests were also welcomed to take guided tours of *Serenity by the sea*, which features separate private men and women's lounge areas, a fitness center, and retail shop.

In addition to receiving countless regional accolades during the past decade, this year, *Serenity by the sea* became one of a select group of hotel fitness facilities worldwide to meet the standards of Hilton Fitness by Precor, an initiative aimed at providing guests on the go with

workout essentials. The fitness center upgrade is a result of a \$250,000 investment on the spa's infrastructure as part of the Hilton Sandestin Beach's \$6.5 million hotel-wide renovation project, completed in March.

The Celebration Continues...

In commemorating its 10th anniversary, *Serenity by the sea* is toasting three of its most popular treatments by offering them at a specially reduced price through Dec. 31. The 30-minute Vitamin C Facial, 50-minute Moor Mud Body Wrap, and the Serenity Foot Ritual can also be combined for a special package price of only \$175*. Additionally, spa guests who book any of the spa's signature packages will receive a complimentary Spa Gift Collection, featuring samples of *Serenity by the sea*'s ten favorite products, through Dec. 31.

Located in the lower level of the Hilton Sandestin Beach's Spa Tower, *Serenity by the sea* is renowned for providing guests with uniquely personalized services in an exclusive setting with premier spa amenities, as well as a wide array of fitness class offerings. The spa is open daily; hours vary seasonally. Please call 850-622-9595 to make an appointment. Group appointments, memberships, gift certificates, and a locals' discount are also available. Visit the spa online at www.SerenitybytheseaSpa.com or "like" the Hilton Sandestin Beach on Facebook to stay up-to-date with the spa's latest information.

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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 *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. In spring 2011, it completed a \$6.5 million hotel-wide renovation that includes a new beachside restaurant, expanded beachfront decks, and renovated meeting spaces. For more information on Destin's premier hotel, visit www.HiltonSandestinBeach.com, or stay up-to-date with its latest news and promotions on its Blog, Facebook, Twitter or YouTube.