



BOCA RATON RESORT & CLUB

A WALDORF ASTORIA RESORT

CONTACT:

Carole Boucard

+1 561 447 3671

CBoucard@LuxuryResorts.com

**SURF'S UP AT THE NEW SURF SCHOOL BY BILLABONG
AT THE BOCA RATON RESORT & CLUB**

The Resort & Club Teams Up With Billabong and Costa del Este Water Sports to Open a New Surf School on Memorial Day Weekend

BOCA RATON, FL, May XX, 2013 – On Memorial Day Weekend, the Boca Raton Resort & Club, a Waldorf Astoria Resort, will introduce the new Surf School by Billabong at the Beach Club. The Resort & Club is teaming up with Billabong, the renowned Australian surfwear company that sponsors surf competitions around the world and Costa del Este Water Sports, to introduce the new Surf School.

Boca Raton Resort & Club will host special family surf events as well as Boca Beach Club Surf Offs throughout the year, including Father's Day surfing, an International Surfing Day event on June 20th, and a July 4th event where surf enthusiasts can meet competitive surfers.

Available Wednesday, Friday and Saturday from 9 am to 12 noon, the Surf School will also offer private lessons for 1-3 surfers, clinics and events. Surf clinic instruction fees start at \$60. The Surf School includes a Billabong rash guard, customized video to view online, photos and 1-hour rental use of a surfboard.

"When Rick Hayduk approached Billabong to assist with opening a surf school at the Beach Club, we knew the kids would be stoked," said Dimitri Kjos, South Florida Representative for Billabong. "We are excited to introduce surfing to families and their kids at the Beach Club," he said.

“An icon of elegance for more than 85 years, the Boca Raton Resort & Club is as luxurious as ever while maintaining a fresh sense of modern style. Appealing to the savvy traveler and families seeking a unique destination, the Resort continues to introduce trendy amenities that enhance the vacation experience, said Rick Hayduk, president of the Boca Raton Resort & Club.

“According to our surf instructors, the Boca “surf” is ideal for beginners and for Florida’s East Coast surfers,” said Rick. “At the Surf School by Billabong, our guests and members can learn a popular new water sport and enjoy a memorable family vacation,” he said.

For more information on the new Surf School by Billabong at the Boca Raton Resort, call 561-447-3385 (Beach Club Water Sports).

- # # # -

About Boca Raton Resort & Club, a Waldorf Astoria Resort

Boca Raton Resort & Club, a Waldorf Astoria Resort, is one of the country's premier resort destinations and private club facilities. Celebrated for its customized weddings and special events, either intimate or grand, the Resort offers experiences that can encompass everything from barefoot on the beach to black tie splendor.

Established in 1926 by Addison Mizner, the Resort & Club's amenities include a half-mile stretch of private beach at the Boca Beach Club, the award-winning *Spa Palazzo featuring NATURA BISSÉ*, two 18-hole championship golf courses ranked among *Golf Digest's* "Top 75 Courses in North America" and the Dave Pelz Scoring Game School, the Resort's tennis program ranked annually among the top 50 U.S. tennis resorts by *Tennis Magazine*, full-service 32-slip marina, seven swimming pools, three state-of-the-art fitness centers, and a variety of water sports.

In addition, the Resort offers an outstanding selection of dining options, including Morimoto Sushi Bar by the internationally-renowned Iron Chef, Cielo Restaurant at the top of the Tower and Serendipity, New York City's famed ice cream shop with family friendly menu. A wide range of activities includes Camp Boca, a comprehensive children's program. For reservations, call your travel professional or call 888-543-1286, or visit www.BocaResort.com or www.waldorfastoriacollection.com. Follow us on Facebook at www.facebook.com/bocaresort.

About Waldorf Astoria Hotels & Resorts

Waldorf Astoria Hotels & Resorts is a portfolio of iconic, landmark destination properties in the world's most sought after locations. From elegant, timeless properties to new developments, Waldorf Astoria Hotels & Resorts each possess the inspirational environments, unparalleled guest service and uniquely authentic moments that add up to an unforgettable experience. From sumptuous culinary excellence to world-class golf and spas, each hotel & resort offers luxuriously appointed accommodations and signature experiences. Waldorf Astoria Hotels & Resorts has grown to more than 20 hotels and resorts in the world's most extraordinary destinations. Waldorf Astoria is a global luxury brand of Hilton Worldwide. Discover Waldorf Astoria by visiting www.waldorfastoria.com.