

Media Contacts:
Holly Zawyer / Cassandra Martino
Cheryl Andrews Marketing Communications
P: 305-444-4033
Holly@cam-pr.com / Cassandra@cam-pr.com



The 8th Annual Heroes Salute Honors American Heroes

Heroes Salute offers new tribute events, discounted room rates and special offers on destination activities at the newly renovated Florida Keys resort

DUCK KEY, Fla. – June 2, 2016 – [Hawks Cay Resort](#), the only island destination resort in the Florida Keys, is honoring the brave men and women who serve our nation with its 8th annual **Heroes Salute** program, **August 15 – November 21, 2016**. Heroes Salute honors American heroes by offering active and retired members of the military, fire rescue, law enforcement and medical personnel special discounted room rates starting at \$129 per night, as well as discounts on resort activities and special weekly tribute events.

The highlight of the program is the annual **Heroes Salute Weekend**, an all-American celebration with live music, fireworks, food and activities that takes place Labor Day Weekend, **September 2 - 4**. Activities will be take place throughout the weekend-long event including a red, white and blue 5K run, a touch-a-truck event, a live music concert and more. A special tribute ceremony featuring a color guard performance and fireworks will wrap up the weekend festivities.

The 2016 program offers heroes and their guests the opportunity to see and experience the all new Hawks Cay Resort following the recent completion of a multimillion dollar renovation with the opening of this month of Angler & Ale, a new marina restaurant. Plus, in addition to the daily room discounts, special offers will be available for spa treatments at Calm Waters Spa, SNUBA and dive excursions, Dolphin Discovery and Dockside programs through the on-site Dolphin Connection facility, Segway tours, fishing charters, dockage at the Marina and Camp Hawk for kids.

In addition, Hawks Cay Resort will be hosting a weekly 'Heroes in Action' ceremony to pay tribute and recognize all fallen heroes and those still in service. The event will allow guests the opportunity to submit images of their heroes via social media to be included as part of the ceremony. To submit images of a hero staying at Hawks Cay for the weekly tribute ceremony, please email socialmedia@hawkscay.com or send via direct message on [Facebook](#), [Instagram](#) or [Twitter](#). To follow the Heroes Salute conversation on social media, use the hashtag #HawksCayHeroes and follow the resort on Facebook, Twitter, Instagram and Pinterest at @HawksCayResort.

While the \$129 nightly starting room rate is only available to heroes and their immediate traveling party, Hawks Cay is also allowing civilians an opportunity to receive a 20 percent Heroes Supporter discount by donating \$5 or more to Firehouse Subs Public Safety Foundation, valid for stays from August 15 – November 24, 2016. For more information, please visit <http://www.hawscayheroes.com/> or call 866-525-5368.

About Hawks Cay Resort

A recipient of the prestigious AAA Four Diamond Award and a member of the Preferred Hotel Group Lifestyle Collection, Hawks Cay Resort is located on Duck Key in the Middle Florida Keys. Situated roughly halfway between Key Largo and Key West at mile marker 61, this 60-acre, tropical destination is easily accessible by car, boat or plane yet feels worlds away from everyday life.

Alongside the emerald water of the Atlantic Ocean, guests enjoy offshore, flats and backcountry fishing; diving; kayaking; kiteboarding and standup paddleboarding programs; Cliff Drysdale tennis program; Segway tours and the only resort-based Dolphin Connection program with complimentary daily viewings in the continental U.S. The resort boasts 177 guestrooms and 225 two- and three-bedroom villas, a full-service marina, six restaurants, saltwater lagoon, five swimming pools, kid and teen clubs and the award-winning Calm Waters Spa.

#