



FOR IMMEDIATE RELEASE:

Festiva Hospitality Group donates kayak to Atlantic Beach Junior Lifeguard Program

Atlantic Beach, April 6-- On Monday, March 28, at the Atlantic Beach Fire Department, Dave Jones from [Festiva Hospitality Group](#) presented Fire Chief Adam Snyder a check for the purchase of a Frenzy Ocean Kayak to be used in this summer's upcoming Atlantic Beach Junior Lifeguard Program.

The week-long program, which teaches local children advance swimming skills and ocean rescue, enjoyed such a successful first year they decided to expand from 40 children to a total of 94, creating a need to also expand the program's curriculum.

"We received such positive feedback from the community that this year we decided to add to the number of sessions as well as integrate ocean kayaking skills," said Chief Snyder. "The Atlantic Beach Volunteer Fire Department donated two of the three kayaks we were seeking, and that's where Festiva stepped in."

Dave Jones, Project Director for Festiva's Atlantic Beach Sales operations, saw an opportunity to give back to the community when he heard the fire department was in need of a third kayak.

"Last year my 12-year-old daughter attended the program and thoroughly enjoyed it. It also helps protect our guests by having more eyes on the beach," said Jones. "By donating the kayak we feel like we are helping make our beach safer for everyone and it was just the right thing to do."

Chief Snyder echoes the sentiment.

"With a population of around 45 thousand in the peak months our 14 full-time lifeguards cannot see everything. Once these children finish the program they become like first responders and can identify and rescue someone in trouble which is beneficial to the people who come here and visit us."

The kayaks and children can be seen in action along Atlantic Beach from June 13-17 and June 27 through July 1. All sessions are already filled for the 2011 season so anyone interested in next year's program should be sure to register early.

About Festiva Hospitality Group

Based in Asheville, North Carolina, Festiva Hospitality Group manages and operates a dynamic collection of hotels and resorts in some of the most sought-after destinations throughout the Midwest, Southeast, Northeast and Caribbean. Festiva Sailing Vacations, a Festiva company that operates the Festiva Cruise Club, charters all-inclusive luxury catamaran yachts in the Caribbean.

Festiva currently has more than 60,000 members among 25 vacation ownership resorts and five Festiva Cruise Club destinations. The number of members in the Festiva Adventure Club exceeds 20,000. For more information please visit www.festiva.travel.

About Atlantic Beach Junior Lifeguard Program

The Atlantic Beach Junior Lifeguard Program was created to

- *Provide an educational and recreational environment to instruct young people on how to handle themselves safely in a variety of open water situations.*
- *To educate participants in skills necessary to assist others in an emergency situation.*
- *To help participants build a sense of teamwork and self respect that will be an asset to future endeavors.*
- *To increase the awareness of our young people on the vital part the environment plays in all our lives.*

For more information on the Junior Lifeguard Program visit www.atlanticbeach-nc.com or call Fire Chief Snyder at 252-726-7361.

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