

CONTACT:

Meghna Patel/Leslie Cohen
Laura Davidson Public Relations
(212) 696-0660
meghna@ldpr.com/leslie@ldpr.com

A FRUITFUL BEGINNING**RITZ-CARLTON AND JW MARRIOTT AT GRANDE LAKES ORLANDO INTRODUCE
WORLD'S FIRST CITRUS CONSULTANT**

Orlando, FL – Q: When is a lemon more than a lemon? A: When it's a cocktail, a soap, an aromatherapy essence, or a dessert. Grande Lakes Orlando is the first resort in the world to have its own full-time Citrus Consultant, an expert on all things citrus. The Grande Lakes Orlando estate, which comprises The Ritz-Carlton Orlando and the JW Marriott Orlando as well as a Ritz-Carlton Spa and golf course, introduces the benefits of citrus fruits throughout the property, from the spa and golf course to restaurants, kids program and meetings.

“We wanted to develop a signature service to set us apart from the Orlando competition and reflect our central Florida location,” said Jim Quinn, director of sales & marketing at Grande Lakes Orlando. “The answer was obvious. We are in the midst of the world's finest citrus groves. Oranges, lemons, grapefruit and limes are Florida's most famous export. The natural benefits of these fruits are legendary, so we decided to integrate them in every department, using citrus to enhance the guest experience from the marmalade they eat at breakfast to an orange blossom soak at the spa.”

At the 40,000 square-foot Spa, managed by Ritz-Carlton, the Citrus Consultant highlights citrus-inspired health and beauty treatments along with citrus-based spa products. The Citrus Consultant gives guests advice about which citrus is best for skincare or diet.

Golfers at The Ritz-Carlton Golf Club are refreshed with chilled, citrus-infused towels to cool them down from a challenging game or quench their thirst with a ‘long game lemonade’ or ‘sink-a-put orange smoothie.’

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Kids join in on the fun as well, by learning how to make lemon ice-pops while in the restaurants guests sample recipes made from all kinds of citrus, from key lime pies to grapefruit sorbet.

Providing meeting planners and participants with exceptional levels of service, the Citrus Consultant offers a menu of citrus-inspired drinks for an energy boost during meeting breaks and conducts seminars at the Spa for meeting groups on the benefits of citrus fruit.

The benefits of citrus were first discovered in Asia, as early as 4000 B.C. Originally it was used for embalming, aphrodisiacs, cleansing agents and beauty treatments. British seamen in the 16th century were first called “limeys” because they carried crates of limes to offset the debilitating effects of scurvy on their long voyage. In 1593, Ponce De Leon brought the seeds to Florida and ordered his sailors to plant them wherever they landed. Today, holistic therapies and world-famous spas make use of lemon oil in soaps and fragrances. Nutritionists prescribe grapefruit and other citrus varieties for arthritis, lupus and prevention of certain cancers. Even the American Heart Association has endorsed Florida grapefruit as part of a heart-healthy diet.

The 500-acre Grande Lakes Orlando estate includes a 584-room Ritz-Carlton, a 1,000-room JW Marriott, a 40,000 square-foot spa, and an 18-hole championship golf course designed by two-time British Open winner Greg Norman. Meeting facilities at Grande Lakes Orlando include 33,000 square-feet at The Ritz-Carlton and 72,000 square-feet at the JW Marriott. Grande Lakes is located 15 minutes from the Orlando International Airport, five minutes from the Orange County Convention Center and minutes from the major theme parks.

For reservations, call: **The Ritz-Carlton Orlando** at 1-800-576-5760/ **JW Marriott Orlando** at 1-800-576-5750. For more information about Grande Lakes Orlando, visit www.grandelakes.com.

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