



THE HOTEL ROANOKE & CONFERENCE CENTER  
A DOUBLETREE HOTEL

NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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**HOTEL ROANOKE INTRODUCES STAY AND PLAY  
FAMILY FUN PACKAGE**

*Guests Have Access to the Region's Newest Place to Play -- Green Ridge Recreation Center and Splash Valley*

**ROANOKE, VA. (March 8, 2010)** — The Hotel Roanoke and Conference Center, a Doubletree Hotel, and the Green Ridge Recreation Center have announced a new family getaway package just in time to say goodbye to Winter and welcome Spring.

The Stay and Play Family Fun Package, available year-round, offers access to the Green Ridge Recreation Center or Splash Valley, the region's newest place to play, featuring 76,000 square feet of wellness and fitness areas and indoor and outdoor water playground with pools and slides for the whole family..

Plan an overnight getaway starting at \$139 that includes deluxe overnight accommodations, breakfast for two in the famed Regency Dining Room (children 12 and under eat free), and two admission passes to Splash Valley (opening Memorial Day weekend) or the Green Ridge Recreation Center. The package is available seven days a week and is based on availability.

“It’s the perfect package for any family looking to get away for a night or long weekend, and certainly it’s a great way to fight the winter blues” said Gary Walton, general manager of The Hotel Roanoke and Conference Center. “This new partnership enables the Hotel Roanoke to add a resort amenity as guests can be out of their room and at an indoor water park in less than 10 minutes.”

Available to guests beginning Memorial Day weekend will be the centerpiece of the Green Ridge Recreation Center, Splash Valley, an outdoor aquatic park unlike anything else in the Roanoke Valley, with two giant water slides, a current river, a children's spray area, concessions, shaded areas and a zero-entry leisure pool.

“We are delighted to partner with The Hotel Roanoke and Conference Center to offer recreational opportunities for visitors to the Roanoke Valley” said Pete Haislip, director of Roanoke County Parks, Recreation and Tourism. “This area is already blessed with stunning natural beauty and top-notch local parks. In building Green Ridge Recreation Center, Roanoke County has reinforced its commitment to quality of life, by providing healthy recreation opportunities for residents and visitors of every age.”

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Book now and be on your way to the newest place to play in the Roanoke Valley. To learn more about The Hotel Roanoke's Stay and Play Family Fun Package visit [www.hotelroanoke.com/](http://www.hotelroanoke.com/) or call 540-985-5900 or toll free 1-866-222-TREE.

### **ABOUT THE GREEN RIDGE RECREATION CENTER**

Green Ridge Recreation Center is a 76,000-square-foot recreation facility operated by the Parks, Recreation and Tourism department of the County of Roanoke, Virginia. The center features an indoor aquatics center, wellness center, gymnasium, walking track, and a state-of-the-art interactive fitness area designed to improve the quality of life for area residents and visitors of all ages. Attached to Green Ridge is a 20,000-square foot outdoor aquatics park called Splash Valley, which is open daily from Memorial Day to Labor Day. Built with family entertainment and healthy lifestyles in mind, Green Ridge strives to live up to its mission to provide "Healthy Fun For Everyone!"

### **ABOUT THE HOTEL ROANOKE & CONFERENCE CENTER**

Designated as a National Historic Landmark, the Hotel Roanoke & Conference Center has 331 luxuriously appointed guestrooms and a 63,000-square-foot, high-tech conference center. It is a joint project of Hotel Roanoke LLC, the City of Roanoke and Virginia Tech and is managed as a Doubletree hotel by Hilton Hotels Corporation.