

FOR IMMEDIATE RELEASE

## **Start a New Tradition with The Cliff's First Annual *Lighting of the Palms* Ceremony and Vacation Package**

Festive Celebration Features Grammy-winning Entertainment, Local Wines, and Cal Fire Toy Drive



SAN LUIS OBISPO, CA (November 5, 2007) – Celebrate a new defining moment in the holiday season with the First Annual *Lighting of the Palms* celebration, taking place Saturday, November 24 at The Cliffs Resort in Shell Beach.

Quite possibly the Central Coast's most memorable holiday inauguration, the Lighting of the Palms ceremony is sure to kick-off winter revelry in classic, seaside style **with festivities running from 2-6pm**. In addition to the ceremonial Lighting of the Palms at sunset, the celebration will also include **music and dancing from 2:30-5:30pm** featuring Grammy-winning artist Louie Ortega and the The Wild Jalapeños; **complimentary**

**hot cider; a full bar of festive spirits** – from signature sangrias and traditional libations to hot mulled wine; and a full menu of **Santa Maria-style barbeque**.

**Attendees may also enjoy complimentary wine tasting** from six local vineyards, including Laetitia, Domaine Alfred, Ethan, Tolosa, Ortman and Tobin James, with additional wine available for purchase by the glass or bottle.

**Plus, the first-annual event will shed a charitable light on the holiday season, as attendees are asked to bring a toy for The Cliffs' "Toys for Tots" charity drive sponsored by Cal Fire and the Pismo Beach Fire Department.**

Looking to take the celebration into the night? The Cliffs has also prepared a special Lighting of the Palms vacation package, enabling guests to enjoy the ceremonial festivities while experiencing the resort's fine dining and deluxe accommodations.

**Priced at just \$289 for the night of Saturday, November 24, the Lighting of the Palms package delivers an unforgettable evening of holiday tradition and includes:**

- One night's stay in a deluxe oceanfront suite featuring a king or two queen-sized beds, an oversized Italian marble bathroom, refrigerator and more
- Participation in the First Annual Lighting of the Palms ceremony and festivities
- A complimentary appetizer at the resort's renowned Marisol restaurant, which serves modern Latin flavors in a warm setting overlooking the Pacific Ocean

For additional details on the Lighting of the Palms ceremony and vacation package or to make reservations, please call (800) 826-7827 or visit [www.cliffsresort.com](http://www.cliffsresort.com).

The Cliffs Resort is a Boutique Hotel Collection property. Boutique Hotel Collection features distinctive hotels, inns and resorts in scenic destinations throughout California, with each property reflecting rare regional treasures. Nestled in unique locales, ranging from seaside state parks, an eco-friendly lodge and marine sanctuaries to the Central Coast wine country and historic towns, guests of Boutique Hotel Collection properties can experience authentic area attractions such as wine tasting, visiting state wildlife reserves, kayaking amidst the beauty of the bay and soaking up small town charm. Editorial media interested in additional information on Boutique Hotel Collection or property images may contact Holly Padove at (805) 773-1000 or [holly@thepressroom.com](mailto:holly@thepressroom.com).