



FOR IMMEDIATE RELEASE

BAY GARDENS RESORTS TO BECOME OFFICIAL HOTEL OF THE SAINT LUCIA FOOTBALL ASSOCIATION, A FIFA AFFILIATE

Resort Group and SLFA to Rising Caribbean Football Talent

CASTRIES, SAINT LUCIA – July 12, 2010 – Football is an internationally loved sport, and the country of Saint Lucia is no exception to this generalization as the country works to bring their athletes world-wide recognition. In fact, today the Saint Lucia Football Association (SLFA), the Saint Lucian FIFA affiliate, and the Sacred Cows Group (SCG) announced a partnership with Bay Gardens Resorts, naming the three-resort group, located in the famed Rodney Bay area, as the official host for the 2010-2011 football season as part of its plan to elevate the country's standing in the sport by 2014. Bay Gardens Resorts continues to be a leader within the Saint Lucia community; hosting sporting groups and conferences including the ICC Cricket 20/20 World Cup.

“This is a proud moment for Bay Gardens Resorts,” commented Bay Gardens Resorts’ Managing Director, Joyce Destang. “As the sport of football continues to grow in popularity throughout the world, it is also growing in Saint Lucia, with nearly 22,000 participants country-wide. This is not only a wonderful opportunity for us to show continued support for our community and country, but also provides Bay Gardens Resorts will unrivalled support and visibility throughout Saint Lucia.”

The SLFA is a non-profit organization and the governing body for football in Saint Lucia with a primary focus to enhance and improve the standard of football in Saint Lucia. Along with the SCG, they are charged with the delivery of youth and grassroots football development programs in Saint Lucia.

“We are delighted to be receiving such great support from a locally-owned hotel chain of such repute,” said Patrick Mathurin, president of the Saint Lucia Football Association. “This is a momentous agreement that recognizes the power of sport and its inextricable links with tourism.”

As the official hotel partner, Bay Gardens Resorts will provide all accommodation and conference facility needs for the SLFA and the SCG. In addition, Bay Gardens Resorts will serve as home base for all press conferences on-island.

For more information about the SLFA and the Sacred Cows Federation, please visit: www.SaintLuciaFA.com. For more information about Bay Gardens Resorts, visit www.BayGardensResorts.com.

About Bay Gardens Resorts

Bay Gardens Resorts was founded in 1995 and consists of the award-winning Bay Gardens Hotel, Bay Gardens Inn and the collection's newest addition, the spectacular four-star Bay Gardens Beach Resort & Spa. The resort group offers several amenities including five restaurants, spas, gyms, watersports, a dive shop, and Saint Lucia's only anti-aging clinic. www.BayGardensResorts.com

###

Contact:

Dan Guarino
(212) 715-1535
guarinod@ruderfinn.com