

PRESS RELEASE

COCO KEY WATER RESORT GIVES BACK WITH THE “BACK-TO-SCHOOL SPLASH” SCHOOL SUPPLIES DRIVE

(Get a FREE ticket to CoCo Key Water Resort with the donation of \$5 or more in school supplies)

Mt. Laurel, NJ (August 10th, 2009) – CoCo Key Water Resort at the Mt. Laurel Marriott will host the “Back-To-School Splash” School Supply Drive Tuesday, August 25th from 3-8pm. Guests bringing unused school supply items, valued at \$5 or more, receive FREE entry into the park during the event hours on that day. Together with the Food Bank of South Jersey, CoCo Key Water Resort hopes to collect over 500 unused school supply items, to be donated to Davis Elementary School in Camden City, NJ, through this community splash initiative. A minimum of 300 FREE tickets will be made available.

“CoCo Key Water Resort is committed to supporting our community, especially now when many families are struggling.” said Eric Waltz, General Manager. “Hosting this FREE Back-to-School Splash encourages friends and families to spend time together, while helping kids get what they need to prepare and succeed in school. With community support, we can really make a difference for these students this school year.”

To help bolster this initiative, CoCo Key Water Resort has partnered with the Food Bank of South Jersey (FBSJ) in the fight against hunger. Together they will collect and distribute the school supplies to the students of Davis Elementary school in Camden City, NJ, grade levels K-5.

"FBSJ serves over 500 children at this school, we hope to collect enough school supplies for all of them," said Mario Partee, Manager of Corporate Partnerships for FBSJ. "This is an amazing opportunity and we are proud to be working with CoCo Key Water Resort to make this a success."

Guests wishing to take advantage of the free passes are encouraged to arrive early, due to the limited number available. All day swim can be purchased for just \$15 with the donation of a school item valued at \$5 or more, per person.

For more information on the Back-to-School Splash or the Back-to-School GetWetAway overnight package, guests can call 866.754.6963 or visit cocokeywaterresort.com. CoCo Key Water Resort can also be found at www.facebook.com/CoCoKey or www.twitter.com/CoCoKeyWR.

Back to School Splash 2.2.2

Inspired by historic Florida Keys, CoCo Key combines the relaxation and enchantment of the Keys with the wild excitement of a 50,000-sq. ft. indoor water park. The water park includes body and tube slides, a "Dip-In" theater for movie watching, an indoor-outdoor spa, and the Parrot's Perch Play Island, an interactive water play structure that kids and parents can enjoy together.

About the Food Bank of South Jersey

The Food Bank of South Jersey is a 501 (C) (3) nonprofit hunger-relief organization founded in 1985. Focused solely on the South Jersey region, the organization serves Burlington, Camden, Gloucester, and Salem counties. Now in its 24th year of community service, the organization continues to serve as an agent for effective food rescue and charitable food distribution and has provided nearly 80 million pounds of food—the equivalent of 64 million meals—to thousands of families, seniors, individuals

and children in need. The Food Bank of South Jersey is a member the nation's largest domestic hunger relief organization – Feeding America™ (formerly America's Second Harvest®), the Nation's Food Bank Network™ as well as an affiliate of the United Way of Burlington, Camden, Gloucester and Salem counties. For more information, please visit: <http://www.foodbanksj.org>

About CoCo Key Water Resort

CoCo Key Water Resorts, created in partnership with Wave Development LLC and Sage Hospitality, are the newest water resort development throughout the United States, offering a Key West paradise for family adventure getaways. Managed by Sage Hospitality, one of the nation's leading hotel management companies, CoCo Key Water Resort developments are currently open at: The Courtyard by Marriott Fitchburg, MA; Cherry Valley Lodge, Newark, OH; Fairfield Inn & Suites Cincinnati North, OH; Holiday Inn Central, Omaha, NE; Holiday Inn Waterbury, CT; Marriott Mt. Laurel, NJ; Sheraton Cincinnati North, OH; Sheraton Chicago Northwest NW, Arlington Heights, IL; Sheraton Ferncroft Boston Resort, Danvers, MA; Best Western Clock Tower Resort, Rockford, IL; and the Sheraton Kansas City Sports Complex Hotel, MO. For more information visit www.cocokeywaterresort.com.

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