



STARR PASS
RESORT & SPA

FOR IMMEDIATE RELEASE

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Labor Day Family Fun at Starr Pass

JW Marriott Starr Pass to hold weekend-long holiday celebration

Tucson, Ariz. (8/14/09) – Celebrate Labor Day in Starr Pass style with sun, fun and festivities for the entire family. Guests can enjoy themed activities, poolside fun, music and fireworks throughout the entire Labor Day weekend. Starr Pass is also offering reduced room rates and packages to help guests celebrate.

Friday, September 4

On Friday, September 4, the weekend will kick off with a Nickelodeon “mass-sliming” poolside at 7:15 p.m., followed by a dive-in movie. All about the kids! Or enjoy dinner at one of the resort restaurants!

Saturday, September 5

The next morning, September 5, the weekend kicks into high gear! Two Nickelodeon Character Breakfasts will serve up a buffet breakfast with special guests SpongeBob SquarePants and Dora the Explorer at 7:30 a.m. or 9:15 a.m.

From 10 a.m. to 5 p.m., families can enjoy non-stop activities, games and fun all day long! Activities include a children's activity tent, come-be-an-animal-scientist live animal exhibit, LIVE Nickelodeon poolside shows and steel drum concert all day, poolside.

When night falls, the Retro Rockets will perform a live concert from 6 to 9 p.m. Then kids can float their way to Starr Canyon River for an 8 p.m. float-in movie.

Sunday, September 6

Sunday, September 6 brings another action-packed day! Two Nickelodeon Character Breakfasts will again serve up a buffet breakfast with special guests SpongeBob SquarePants and Dora the Explorer at 7:30 a.m. or 9:15 a.m. From 10 a.m. to 5 p.m., families can enjoy another day of fun and games! Activities include a children's activity tent, watermelon eating contest and live steel drum concert.

At night, Grantman will perform a live reggae concert from 6 to 9 p.m. followed by Starr Pass' Fireworks Extravaganza!

After each fun-filled day, the family can escape to a comfortable Starr Pass resort room to get a luxurious rest. Labor Day packages include:

- Stay with Starr Pass Labor Day weekend for only \$169 per night for a Deluxe Room Package
- For \$189, guests can enjoy a Nickelodeon Getaway, which includes a deluxe room for two adults and two children, brunch on Saturday, and Nickelodeon-themed sleepover and amenity kits.
- For the greatest value, book at \$199 per night and receive a \$100 resort credit. This includes deluxe accommodations with a \$100 per day resort credit.

Rates are offered Friday, September 4 through Monday, September 7 only. Please visit www.jwmarriottstarrpass.com, or call 888-527-8989 for more information.

To make Nickelodeon brunch reservations, call 520-792-3500.

About JW Marriott Starr Pass Resort & Spa

Having been named to *Travel + Leisure* World's Best Hotels Top 500 List two years running (2008, 2009), Starr Pass draws on the beauty of its mountainous location. The resort incorporates the natural desert as its landscape design theme. With 575 spacious guestrooms, 88,000 sq. ft. of meeting space, five restaurants, a 20,000 sq. ft. spa, four separate pools, a lazy river and water slide, the Audubon Certified Arnold Palmer Signature golf facility consisting of 27 holes and practice facilities, and 888 underground and covered parking spaces, the resort boasts of being not only the largest resort in southern Arizona but also the only true eco-resort in Tucson. This eco theme extends to its Primo restaurant that serves only organic and jet fresh fish, its Hashani Spa, which uses natural desert plant oils and its direct access to the Tucson Mountain Park for fabulous hiking and mountain biking trails. To quote Bill Marriott, "you can build all types of amenities but it would be impossible to duplicate what Starr Pass has, the Tucson Mountain Park." The JW Marriott Starr Pass Resort & Spa is located at 3800 W. Starr Pass and can be reached directly by calling (520) 792-3500. Please visit www.jwmarriottstarrpass.com.

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