



C A S A M A R I N A
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**LEGENDARY CASA MARINA RESORT & BEACH CLUB
REVITALIZES KEY WEST SOCIAL SCENE WITH
MULTI-MILLION DOLLAR BALLROOM TRANSFORMATIONS**

**Redesigned Grand Ballroom and New Flagler's Ballroom
Offer Key West Guests Unforgettable Sophistication and Style**

Key West, Florida – September 2007 – Key West's historic Casa Marina Resort & Beach Club furthers its dramatic \$43 million transformation with a full redesign of the Grand Ballroom and unveiling of the new Flagler's Ballroom. To be completed December 2007, the new private event spaces bring guests the flavor of Key West with a newly evolved sense of luxury, furthering the property's legendary reputation for elegance and grace. The highly anticipated ballroom renovation, designed by award-winning designer Jim Looney of Looney & Associates, offers a total 22,600 square feet of state-of-the-art indoor and outdoor event space. These remarkable ballroom transformations are a significant part of the multi-million dollar redesign and refurbishment currently taking place at the hotel.

Long revered as the brightest jewel in Flagler's collection, the Casa Marina Resort enchants guests with its ocean front location as well as its impeccable taste and experience in planning sales meetings, group conferences, wedding receptions, awards banquets and more. Jim Looney's inspiration for the ballrooms' redesign was the timeless sophistication and essence of Henry Flagler's original 1920s beach resort. Looney's design combines the laid back elegance of historic Key West with the benefits of cutting-edge technology and functionality. With this efficacious collaboration, the ballrooms of the Casa Marina offer guests multipurpose meeting spaces that maintain and enhance strong architectural connections to the legendary resort. The original arches are the featured focal points of each ballroom space. The classic arches were designed as a tribute to Henry Flagler's Overseas Railway bridges of the 1920s. The original saltwater and concrete combination conceived by Flagler's initial architect was recreated and incorporated in the updated design.

The newest addition to the Casa Marina Resort is the highly anticipated Flagler's Ballroom. Born out of the former Flagler's restaurant space, the 3,080-square-foot ballroom conveys the preeminent Key West social scene with eye-catching décor and

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majestic dark hardwood floor and ceiling finishing. Eco-minded travelers will discover, the classic hardwood floors were created out of environmentally-friendly, river-reconstituted Florida pine from reclaimed pine trees.

Flagler's Ballroom comes to life with traditional Florida color schemes of raffia and palm, and hardwood flooring in its original dark stain recreating the historic feel of classic Key West. The Ballroom is accented by the spacious outdoor terrace and covered walkways along the grand colonnade, offering guests the option to incorporate oceanfront views into open-air cocktail functions as well.

Three enhanced outdoor terraces and spacious pool decks stand out among guests with their commanding views of the Florida Straits and Atlantic Ocean. The oceanfront outdoor space is available for events year round with the beach just steps away. The two airy pool decks bring 3,000 square feet of additional event space, while the impressive Water Walk boasts another 5,000 square feet of open-air space. The three terraces off the Flagler's Ballroom, Lobby Bar and Grand Ballroom offer 1,200 square feet of outdoor space, bringing guests a total of 11,600 square feet of fresh air and oceanfront event space. Poolside and beachfront dining is available at the Sun Sun Dining Pavilion, and provides guests with an additional covered pavilion for dining under the stars.

Flagler's Ballroom offers business travelers another level of convenience with an easy connection to the 4,840-square-foot Keys Ballroom, which features five smaller breakout rooms. The 2,584-square-foot Grand Ballroom is most ideal for receptions, banquets and business events.

Each ballroom features original 12-foot ceilings that evoke the romantic elegance of the 1920s while maintaining an essence of contemporary Key West. Additionally, new, custom-designed chandeliers add further aesthetic appeal for business travelers and meeting planners looking for a more memorable event space. The stunning chandeliers resemble melting candles with assorted squares that can be dimmed or raised to provide guests with a variety of ambiances.

Listed in the National Register for Historic Places, the landmark Casa Marina Resort has attracted business tycoons, artists and dignitaries since the 1920s. For more information about Casa Marina Resort & Beach Club, please visit www.CasaMarinaResort.com or call (305) 296-3535.

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