

October 23, 2006

For immediate release

King and Prince Resort to partner with Land Trust

The St. Simons Land Trust's Community Partnership Program continues its rapid expansion as local firms find creative ways to provide ongoing financial support to the land preservation organization. The King and Prince Beach & Golf Resort is the latest to sign on to the program by providing its guests an opportunity to voluntarily add a contribution to their guest folios.

Resort guests not only enjoy the view over the Atlantic Ocean and St. Simons Sound, they also enjoy all of the natural beauty that the island represents, says Michael Johnson, VP of Resort Operations St. Simons Island. "We wanted to give them the opportunity to help preserve that beauty."

Johnson has written a personal letter to guests, which is included in their guest folders. The letter acquaints them with the Land Trust's mission and conservation activities and invites them to join in supporting the island's preservation. At checkout, a note has been added to the bottom of customer bills, offering guests the opportunity to contribute by checking an amount they'd like to specify as their voluntary donation to the Land Trust.

"Our hotel group recognizes the importance of the Land Trust to St. Simons Island and wanted the King and Prince to be involved as a Community Partner, so they encouraged us to go forward and join the program," Johnson says. "We feel that the Land Trust is doing an incredible job in preserving St. Simons, and we want to be part of that."

The St. Simons Land Trust's mission is to preserve the island's natural and scenic character and to enhance the quality of life of the island community for present and future generations. The Land Trust currently protects 72 acres of property on St. Simons Island. One of its most recent accomplishments is the purchase and landscaping of the old Chevron station property at the corner of Frederica and Demere roads.

Photo caption: King and Prince Resort Vice President Michael Johnson is partnering with the St. Simons Land Trust, headed by President Russ Marane.



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