



## CLEARWATER MARINE AQUARIUM™

### **Partnership Announces Winter the Dolphin's Beach Club Hotel**

*Clearwater Marine Aquarium, Page Development Group, and Choice Hotels International partner on this eco-friendly hotel on Clearwater Beach, Florida*

**Clearwater Beach, FL (February 6, 2020)** – Clearwater Marine Aquarium (CMA), Page Development Group and Choice Hotels' Ascend Hotel Collection, are excited to announce the first ever Winter the Dolphin's Beach Club Hotel! With the conversion expected to be unveiled in the Spring of 2020 and sitting on America's number one beach with 91 rooms, this eco-friendly hotel will be dolphin and marine life themed, featuring the inspiring dolphin made famous by the *Dolphin Tale* movies – Winter!

"The opportunity to partner with Clearwater Marine Aquarium is unique and special," said Page Development Group President Steve Page. "Our eco-friendly hotel will not only provide a great guest experience, but will generate revenue for CMA, enabling them to expand their marine life work which is near and dear to our family-owned company's values." Page continued, "We are excited to convert this hotel to a new brand with an extensive renovation and include the CMA mission."

Page Development Group, the owner of this and three other hotels in the Tampa area, has a strong passion for the environment. After considering the environmental impacts of re-building versus re-furbishing, Page opted to overhaul an existing hotel and re-use existing materials. For example, rather than purchase new doors, every room has a refurbished original door. Measures to protect marine life include sea turtle safe lighting, the elimination of single-use plastics, and even special window treatments to reduce energy use while minimizing the harmful effects of sun glare off of the Gulf.

"A Winter the dolphin hotel is sure to delight guests from around the world, especially those who come to Clearwater Beach to visit Winter at Clearwater Marine Aquarium," said CEO, David Yates. "We're confident that travelers will be attracted by the sustainability and opportunity to immerse themselves in marine life."

Not only will guests feel good about the sustainability of their stay at Winter the Dolphin's Beach Club, they will be contributing to Clearwater Marine Aquarium's non-profit mission. Proceeds from each room night will go directly to the care, education, research and conservation of marine mammals through the work of CMA.

From the lobby to each guest room, the entire facility will be themed with Winter and other marine life. The jetties at the beach are even shaped like dolphin tails. Additionally, a wild dolphin webcam will be available for guests to keep an eye on Clearwater's active marine life!

A ribbon cutting and media preview will be held at a later date.



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### Key details:

- Address: 655 S. Gulfview Blvd, Clearwater Beach, Florida
- Estimated unveiling: Spring 2020
- Winter the Dolphin's Beach Club is part of the Ascend Hotel Collection portfolio. Ascend Hotel Collection by Choice Hotels are one-of-a-kind, upscale, boutique hotels in urban and resort locales. Ascend hotels are woven into the culture and fabric of their communities, featuring art and amenities that put local flavor first.
- Winter the Dolphin's Beach Club is managed by Tampa-based McKibbon Hospitality.

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### **About Page Development Group:**

*Page Development Group is a family owned company headquartered on the west coast of Florida. Specializing in waterfront condominium projects, hotels and resorts PDG has developed over 30 projects along the gulf beaches. Page Development Group owns and operates its hotel and resort properties, restaurants, and bars. The marketing division of PDG has sold over a billion dollars in real estate product.*

### **About Choice Hotels International:**

*Choice Hotels International (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. Choice currently franchises more than 7,000 hotels, representing nearly 570,000 rooms, in more than 40 countries and territories. Ranging from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments, Choice-branded properties provide business and leisure travelers with a range of high-quality, high-value lodging options throughout the United States and internationally. For more information on Choice Hotels, visit the company's website: [www.choicehotels.com](http://www.choicehotels.com).*

### **About Clearwater Marine Aquarium:**

*Clearwater Marine Aquarium (CMA) is a 501(c)(3) nonprofit working marine rescue center dedicated to inspiring the human spirit through leadership in education, research, rescue, rehabilitation and release. CMA is home to rescued dolphins, sea turtles, river otters, stingrays, nurse sharks and more. Winter the dolphin's story of survival, after an injury that caused her to lose her tail, has impacted millions of people around the world. Major motion picture Dolphin Tale (2011) features Winter's story and its sequel Dolphin Tale 2 (2014) features the incredible story of Hope, a young resident dolphin of CMA. Through Clearwater Marine Aquarium Research Institute, CMA conducts important global research focused on protecting manatees, right whales and sea turtles. The mission and potential to change people's lives differentiates Clearwater Marine Aquarium from any other aquarium in the world.*

**WE BELIEVE** in preserving our environment while inspiring the human spirit through leadership in the rescue, rehabilitation, and release of marine life, environmental education, research and conservation.