



FOR IMMEDIATE RELEASE

CONTACT: Sharon Pomerantz
pomerantz PR
203.256.0460
pomerantzgroup@aol.com
www.pomerantzpr.com

**LONG BAY BEACH RESORT HOSTS TORTOLA'S "DOW LIVE EARTH RUN FOR WATER"
Global Environmental Campaign to Raise Awareness About Water Conservation
Plus Resort Features 20 Percent "Instant Savings" on Caribbean Vacations**

TORTOLA, BRITISH VIRGIN ISLANDS (MARCH 19, 2010) – Long Bay Beach Resort & Villas proudly announces its participation in Tortola's first ever "Dow Live Earth Run For Water" – the largest solutions-based initiative aimed at solving the global water crisis in history. The global event takes place in multiple countries on April 18, 2010, which consists of a series of 6km runs/walks. The famed full service resort on Tortola, Long Bay Beach Resort, will kick off the race at 10am, where it travels around the pristine Smugglers Cove with the race ending at Long Bay. The race entry fee is \$10 per adult and \$5 per child. Entrants will receive a T-shirt for participation, discounted Sunday Brunch at the resort, DJ to kick the race off plus live entertainment, pre and post race fruits, plus water provided by the BVI Environmental Council, whom is co-sponsoring the event. Prizes will be awarded for complimentary spa treatments at Long Bay's Spa Tranquility and dinner on property. Visit <http://liveearth.org/en/run> for more information about the "Dow Live Earth Run for Water."

Long Bay recently won TRAVEL WEEKLY's prestigious 2009 Silver Magellan Award for "Best Beach Resort." In addition, the British Virgin Islands won first place in 2009 by SCUBA DIVING's readers for "Top Wreck Diving," Top Ten for "Top Snorkeling" and "Top Beginner Diving." Plus, Concierge.com recently rated Tortola as one of the "World's Sexiest Beaches" rating it "among the 15 of the steamiest stretches of sand."

To enjoy the race and discover the magic of Tortola and the BVIs, Long Bay is now offering "**Instant Savings,**" reflecting 30 percent savings with nightly double occupancy EP rates starting now at \$183 for Caribbean vacation travel April 14 through August 30, 2010.

"Long Bay is delighted to host Tortola's first 'Dow Live Earth Run for Water' race and hopes the day provides a fun opportunity for our resort guests and island participants plus raises awareness for water conservation," said Steven E. Heydt, Elite Island Resorts' president. "Now is also the perfect time to escape to Tortola and enjoy a great value on a Caribbean."

Long Bay Beach Resort & Villas, a casually elegant plantation-style resort ideal for diving, sailing and spa indulgences, nestled among verdant hills overlooking its mile-long white sand beach. Its 157 beautiful guest rooms and villas are hidden away on a 52-acre estate, giving guests a feeling of exclusivity and privacy. Long Bay offers caring, personal service. For reservations, call (866) 237-3491 or visit www.longbay.com.

###