

Media Contacts:

Dan Brown
Director of Sales and Marketing
Flamingo Resort and Spa
707-523-3003 direct
danbrown@flamingoresort.com

Nina Laramore
Laramore Communications
(707) 546-7525
Nina@LaramoreCommunications.com

Backgrounder

FLAMINGO RESORT & SPA IN SONOMA COUNTY

The Flamingo Resort & Spa in the Sonoma County city of Santa Rosa is a classic resort set centrally to all the attractions of this premier Wine Country including: twelve distinct wine appellations, the sand strewn beaches of the Pacific Ocean and the bountiful adventures of the Redwood forested Russian River. The Flamingo experience is classic, yet perfectly modern, with such contemporary amenities as wireless Internet, five-star health club with new warm yoga and state-of-the-art cycling studios, full-service spa, casual dining, live weekend entertainment and gracious guest service.

This Santa Rosa historic landmark, which celebrated its 50th anniversary in 2007, has the classic charm of the resort hotels of the 1950s. The fabled Las Vegas Flamingo inspired the resort's graceful glass and stone design. Strolling along curving glass-enclosed hallways, along polished flagstone paths framed by bands of plant-dotted white rocks leads to a giant sycamore and cedar dotted pool. Set among the artfully-maintained gardens is the resort's world-class health club and spa.

The guest experience begins with the lobby's eclectic décor that fuses colorful summer tropics, with the equally colorful artist renderings of Charlie Brown statues. The Flamingo ownership has always been involved in the local community and purchased eight of the tributes to local cartoon legend Charles M. Schulz.

Family-friendly and affordable the Flamingo is the perfect "base camp" to explore the treasures of the area including Luther Burbank Home and Gardens, Infineon Raceway, Armstrong Redwood State Preserve, 55 miles of State beaches along the Pacific Ocean, more than 200 wineries, artist studios, the Sonoma County foodie Mecca and a cornucopia of one-of-a-kind shops. Combining the style of a traditional resort with remodeled guest rooms and suites decorated in warm, earthy tones and furnished with wood armoires and desks, the Flamingo is as inviting as the Wine Country that surrounds it. That it also features the finest meeting and conference facilities in Sonoma County adds another dimension to its allure.

A History of Movie Stars and Socialites

As romantic a destination resort today as when it was built, the Flamingo Resort and Spa has always been the area's favorite resort with a strong connection to the glamour of Hollywood and Las Vegas. The resort offers a wide variety of modern amenities with the glamorous ambiance

that has made it the top host and headquarters for visiting celebrities and film production crews. The resort itself has made cameo appearances in such movies as “Bandits.”

The resort was designed to mirror the original Vegas Flamingo designed by the Los Angeles modernist architect George Vernon Russell. The original Flamingo's clean horizontal lines, curving glass curtain walls and planes of rugged, staggered stone and the tower with the name "Flamingo" written vertically all were repeated in the Santa Rosa version.

The hotel opened with a gala bash in 1957 and quickly became a society hot spot and has remained the place to see and be seen ever since according to a local historian. In 1959, the Flamingo became renowned by Hollywood as the place to stay north of the Bay. Movie stars like Jayne Mansfield were often found sunning themselves by the pool. In modern times, production crews from such films as “Mumford” and “The Animal” have used the Flamingo as headquarters and stars such as Ted Danson have been seen at the pool, nightclub, spa and health club. In 1996, the City of Santa Rosa declared the hotel a historic landmark.

A View of the Rooms

The warm atmosphere of the Flamingo Resort & Spa’s guest rooms and suites is created with earth-toned wall coverings, wood trim, rustic artworks and warm lighting. With 170 spacious rooms equipped with voice mail, data-ports and ample amenities; attendees, family vacationers and solo travelers all find the resort accommodating. The resort is constantly refreshing, remodeling and rejuvenating guest rooms, suites and resort areas to keep it current and comfortable. Reasonable rates make the 14 suites, executive poolside rooms, family rooms, deluxe kings, superior and double-double rooms popular. All of the Flamingo’s rooms feature individual climate control, direct dial telephones with message alert and voice mail, coffee makers, irons and ironing boards, remote control cable television with and movies to order. Bath amenities include all-natural ingredients and eco-friendly packaging. Fully equipped accommodations for physically challenged guests are available. Canine and feline companions are welcome at the Flamingo too in specially allocated rooms. There is a \$50 non-refundable charge for the companions. And although dogs must be on leash at all times and cats must be crated, nearby Doyle Park offers a great dog park adventure every morning until 8:30 a.m. where dogs and humans have the entire park as an off-leash playground. Another nearby dog park is in the Montecito Heights section of Santa Rosa where there is a large fenced area with two sections one for small and one large dogs and a fenced pond for the dogs to splash in.

The Montecito Heights Health Club & The Spa

The World-class 20,000 square-foot Montecito Heights Health Club with five all-weather tennis courts, 25-meter heated lap pool, and 1,200 square-foot group exercise room is adjacent to the hotel. A newly opened Yoga and Cycle studio provides daily warm yoga and state-of-the-art cycle classes. The full-service club features Cybex equipment, free weights, a cardio theatre and a daily childcare center. Wrapped in a spa robe guests luxuriate in the cozy indoor lounge or recline on a spa chair under the gentle Northern California sun before enjoying a massage, one of the innovative seasonal spa treatments and packages or a hydrotherapy treatment in the spa’s state-of-the art Vichy room.

Dining at the Terrace Grille & Lounge

Offering regional cuisine and poolside dining, The Flamingo Resort & Spa’s Terrace Grille and Lounge are heralded for their distinctive “Wine Country” cuisine and their innovative vegan and

diabetic menus. Guests enjoy a Continental Buffet or hearty breakfast menu at the Terrace Grille's picture windows with views of the resort's pool and gardens. On Sundays, the Champagne Brunch is an abundance of breakfast delights with roasted meats, egg dishes, cheese crepes, salad and desert bar. During summer weekends dinner is served in front of the large picture windows looking out on the swimming pool.

Using fresh local ingredients from the agricultural bounty of Sonoma County, the Terrace Grille excels in providing innovative and traditional creations in a casual dining atmosphere for lunch and dinner. Accessing an extensive list of local specialty food purveyors the chef creates signature dishes including Crispy Calamari "Frito Misto" Meyers Lemon, Aromatic Marjoram Remoulade; New England Style Crab Cakes with Roasted Pepper Cilantro Sauce; Crackle Buttermilk Chicken Salad with Crunchy Chicken, Apples & Walnuts Tossed with House Made Ranch Dressing; Grilled Tender Marinated Tri-Tip sandwich with Sizzling Onions, Peppers, Melted Jack Cheese on a Costeaux Deli Roll with Chipotle Aioli; Chicken Rustica a fresh Boneless Chicken Breast braised with Artichoke Hearts, Bacon, Tomato, Garlic, Fresh Herbs and Cream; A 12oz Angus Choice Cut Rib eye Steak; and Butternut Squash Ravioli Simmered in Sweet Cream, Asparagus Spears, Toasted Hazelnuts and Reggiano Cheese. Weekdays feature a Happy Hour menu.

After dinner the Lounge is ready for nightlife with an exciting and ever-changing lineup of music, karaoke, dance and dance lessons, including live music on weekends. It's one of Sonoma County's premier nightspots and has garnered many local awards including best place to meet singles, best place to dance and best bartender.

Wine Country Meetings

The Flamingo Resort & Spa is one of Sonoma County's most comprehensive meeting and conference resorts. Convention and meeting planners nationwide hold the Flamingo's conference facilities and services in high regard. An expansive and attractive meeting space with 15 function rooms (15,000 sq. ft.) is praised for its versatility as a conference location. The ballroom is ideal for elegant events. Poolside receptions add a unique touch to group functions.

An attentive staff led by the Sales and Marketing Director supports this comprehensive meeting and conference center. The property's attention to detail ensures a peak experience from start to finish.

A Commitment to Community, Sports and the Arts

From owner, Pierre Ehret's professional racing career to providing discount accommodations for visiting teams, the Flamingo Resort and Spa has an interest in sports. An annual supporter of the Amgen Tour of California, the Flamingo has hosted Team BMC and was recently chosen as the top hotel in Sonoma County for the event. In addition the Flamingo has, and continues to be, the headquarters hotel for nearly everything of note including Dr. McDougall Healthy Living Conferences.

The Flamingo Resort & Spa is a proud member, host and sponsor of community, arts and tourism events and associations including ArtsSonoma Festival, Annual Tattoos and Blues Event, Harmony Festival, Peggy Sue All American Cruise, BR Cohn Winery Charity Concert, Auction and Golf Tournament, annual Wine Blogger Conferences. They are a member of Sonoma County Tourism Bureau, Hispanic Chamber of Commerce, Sonoma Valley Visitors Bureau, Santa Rosa Chamber of Commerce and the Sonoma County Vintners Association

Getting There

The Flamingo Resort & Spa is located at 2777 Fourth Street in Santa Rosa, California. Just minutes from Highway 12 and Highway 101 the resort is 23 miles from the Pacific Ocean, 21 miles from Armstrong Redwood State Preserve, 21 miles from Calistoga in the Napa Valley, 20 miles from the town of Sonoma and only 16 miles from Healdsburg. It is also just one-hour from San Francisco's Golden Gate Bridge and two hours from the Sacramento area.

The Resort is owned and operated by the family-owned Barvarian Lion Ltd. For Flamingo Resort & Spa reservations and information, see www.FlamingoResort.com or call toll-free, (800) 848-8300.

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