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**ST. LUCIA'S MOST POPULAR ALL-INCLUSIVE RESORT PAYS TRIBUTE TO THE  
U.S. ARMED FORCES WITH 11-11-11 HEROES PACKAGE**

*Coconut Bay Beach Resort & Spa celebrates heroes with savings of over 50 percent*

**VIEUX FORT, St. Lucia (September 8, 2011)** – [Coconut Bay Beach Resort & Spa](#), a top all-inclusive resort on St. Lucia's exotic southern coast, honors the men and women of the U.S. armed forces with exclusive savings this fall. In remembrance of September 11, 2001 and to honor the upcoming Veteran's Day, all active and retired military personnel are eligible to book the **11-11-11 Heroes Package** and receive a special rate starting at \$104 per person, based on double occupancy. This exclusive rate includes an additional 10 percent savings on the already low fall rates representing discounts of 50 percent.

"We are honored to offer the 11-11-11 Heroes Package to the U.S. service members and veterans as a way to express our deep appreciation for their sacrifices, dedication and service to the United States of America," said Mark Adams, president of Coconut Bay Beach Resort & Spa. "Coconut Bay Beach Resort & Spa is the perfect escape for our heroes to break away from the daily stress of their duties and enjoy a legendary Caribbean vacation with loved ones."

The "Two Worlds in One" resort offers two wings to ensure a custom vacation experience for families and couples alike. Splash is Coconut Bay's playful wing designed to please all ages and Harmony is Coconut Bay's adults-only wing offering the perfect setting for a tranquil escape. Guests will enjoy the tastes of two new restaurants and can bask in the newfound tranquility at Kai Mer Spa with the addition of new organic spa treatments and facility upgrades including three new beachfront cabanas. Other new additions to the culinary scene include themed happy hours and a brand new cocktail menu offering guests a fun and vibrant atmosphere with endless drink options. Guests can also enjoy many on-site activities including the island's largest water park, friendly games of paintball, kitesurfing at the 2Elements water sports complex or venture out to [explore the island](#) with hikes, zip-lining, horseback riding or a sunset cruise to name a few.

Military guests can reserve accommodations at these rates now through November 11, 2011. Offer is valid on stays from September 1 through December 20, 2011. Children under three stay free and for stays of seven nights or longer, guests receive a \$250 credit that can be used for a special couples treatment at the spa, to buy a vacation souvenir at the gift shop, plan an adventure at the tour desk or get the family together for a game of paint ball.

For reservations and additional information, visit [www.CBayResort.com](http://www.CBayResort.com) or call 877-352-8898. Proof of a valid military ID is required upon booking.

### **About Coconut Bay Beach Resort and Spa**

St. Lucia's exotic southern coast is home to Coconut Bay Beach Resort & Spa, an all-inclusive AAA Three Diamond resort catering to families, couples and honeymooners alike. Mirrored after the island's most famous landmarks, the twin Piton Mountains, Coconut Bay has its own set of twins, Harmony and Splash. "Harmony" is a tranquil adult-only oasis offering an intimate setting for those seeking a romantic escape with a coconut palm-fringed pool, braided hammocks, private cabana beds and the oceanfront Kai-Mer Spa. At the opposite side of the resort, the young at heart are drawn to "Splash," the resort's tropical playground featuring CocoLand Kidz Klub, a paintball facility, a watersports complex offering kitesurfing and the island's largest water park. This casually Caribbean resort has 250-rooms on 85 acres, and it's all just a short transfer from the Hewanorra International Airport.

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