

FOR IMMEDIATE RELEASE

Press contact: Kim Cadra - kim.cadra@renaissancehotels.com / 760.836.1265

The Renaissance Esmeralda promotes better sleep for the whole family with first zzzzzfest event.

Lifestyle and wellness conscious luxury resort builds on its reputation as the West Coast leader in "going beyond the mattress" to offer its guests an exceptional sleep experience.

February X, 2008, Indian Wells, CA: The Renaissance Esmeralda Resort & Spa announced today that on March 26, 2008 it will host its first 'PJ Party' – a family wellness event designed to help moms, dads and their school-age children discover easy and fun ways to improve the quantity and quality of their sleep. The Renaissance Esmeralda believes that this event is the first of its kind in the Palm Springs resort area.

Esmeralda's "PJ Party" is one of what has become an ongoing series of sleep skills workshops hosted by the resort & spa that feature former insomniac now noted sleep wellness expert, author and sleep aid innovator, Robert deStefano. Guests attending the Esmeralda "PJ Party" will learn fun techniques for releasing the physical and mental stress that makes getting to sleep challenging for all ages. Emphasis will be placed on creating a sleep-synergistic home and how to empower children to create their own sleep-positive ritual. "The whole family needs to know how to shift bedtime from being a stressful deadline to more of a sweet time" said deStefano.

In 2007 deStefano teamed with Esmeralda Spa Director Kim Cadra to develop the signature "Esmeralda zBliss Program". 'zBliss' features "natural products and positive guidance to transform the bedroom into a blissful sleep sanctuary" according to Cadra. The program also offers the deStefano developed "zBliss Massage", a unique stress release treatment that doubles as instruction for the guest to build a do-it-yourself better sleep home practice.

The 'PJ Party' exemplifies the resort's attention to the increasing demand from guests for experiences more in step with today's health-conscious pursuits. "The Esmeralda reflects a lifestyle synonymous to Southern California" said Mike Islava, Esmeralda Director of Sales & Marketing. "From our activities and rooms to our dining and spa, our ability to blend health and wellness into the traditional features of a world-class, luxury resort is truly unique, extraordinary and on-trend" Islava concluded.

#####

The "PJ Party" is free for guests and local residents. Better sleep ritual kits will be sold at the event. Reservations to secure space are strongly encouraged. For more information and times please contact Kim Cadra at kim.cadra@renaissancehotels.com or by phone: 760.836.1265. For more information on Robert deStefano please visit www.destefanorobert.com.