



Palm Tree Planting Marks the Beginning of Summer Season at Ocean Place

Long Branch, NJ (May 13, 2009) – The annual return of the palm trees to Ocean Place signals the start of summer at the beach in Long Branch, NJ. Nearly 70 palms will be trucked in and planted over a five-day period, swaying majestically over the beach and terrace dining area, creating a tropical atmosphere in keeping with the Tiki Bar and the festive array of lounge chairs for hotel guests and beach club members. The resort, located within an hour’s drive of New York City and an hour and a half from Philadelphia, is gearing up for a memorable season on a private stretch of Long Branch Beach on the Jersey Shore, which has the distinction of being named one of the “Top 20 Great American Beaches,” by *Travel + Leisure* magazine.

According to Ocean Place Director of Sales and Marketing Joseph Jenci, 68 fully grown palms will be delivered May 18 and planting will take five days. Several varieties of six-year old palms, including Washingtonians, Coconut and Queen will provide shade and a festive, sub-tropical ambiance on the beach. “It’s a ‘greening’ of the beach initiative that gives back to the community,” says Jenci. “The trees spent their winters in Florida, but flourish from spring to fall in the balmy breezes of the Mid-Atlantic Ocean. Afterward, we donate them to schools in the area for their common and atrium space.”

Originally developed in the mid-nineteenth century and renowned as one of the grand old Atlantic Ocean beachfront resorts favored by financiers, theatrical and political figures, the original structure has been replaced by a completely modern resort designed to accommodate today’s luxury guests. The hotel features 254 guestrooms, including five luxury suites and a pet-friendly floor, and 40,000 square-feet of versatile event and meeting space. A world-class European Spa offers 15 treatment rooms, and a state-of-the-art fitness center boasts panoramic views of the ocean, beach, and promenade. Amenities include two swimming pools (one indoors and heated), a 200-yard beach and oceanfront promenade, bicycling, tennis, water sports, and access to nearby championship golf and Pier Village for shopping and dining.

For more information on Ocean Place please go to: www.oceanplace.com

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