



# THE WESTIN

## KEY WEST RESORT & MARINA

### FOR IMMEDIATE RELEASE

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### **The Westin Key West Resort & Marina Welcomes NBC's "Today" Show on July 28**

Key West, Fla. – July 20, 2009 – NBC's "Today" Show will broadcast live from The Westin Key West Resort & Marina on Tuesday, July 28, from 7 – 10 a.m. EST as part of the "Today Takes a Vacation" series.

Matt Lauer and Al Roker will showcase the laid-back living of the small Florida island and take a look at its unique residents, culture and landscape. Residents and visitors are welcome to watch in person at the resort located at 245 Front Street.

Segments in Key West range from exploring the region's indigenous cuisine to shopping, treasure and even some of the island's quiriness. The Keys' own "Howard Livingston and the Mile Marker 24 Band" is to provide musical support.

During the "Today Takes a Vacation" series, "Today" will explore the down-home beauty of the United States and partake in accessible vacation activities in each location. The vacation series will explain to viewers and their families how to easily get to these destinations as well as others around the country.

Originally, the series was to broadcast in May. But, it was postponed because news coverage of the H1N1 swine flu outbreak at that time forced producers to change plans to better cover the health story from their New York studios.

In addition to his duties with "Today," Roker is also to use The Westin Key West Resort & Marina as a location to anchor a new early morning show for The Weather Channel on Monday, July 27, and Tuesday, July 28. Beginning at 6 a.m. ET, "Wake Up With Al" is co-hosted by Stephanie Abrams and explores all aspects of the day's weather. Residents and visitors are also welcome to watch these broadcasts in person.

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**Attn Editors: Color photography available.**

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#### **About The Westin Key West Resort & Marina**

The Westin Key West Resort & Marina is located on the waterfront, one walking block from fabled Duval Street and next to Mallory Square. The Westin Key West Resort & Marina is one of the Conch Republic's top destination resorts, offering deluxe guestrooms and suites, more than 16,000 square feet of indoor and outdoor function space, multiple dining options, heated pool and a 37-slip marina with a complete range of watersports. In addition, the resort operates one of the country's largest private ports, welcoming cruise ships to the destination daily. For more information on the resort, visit [westin.com/keywest](http://westin.com/keywest). The Westin Key West Resort & Marina is owned and managed by Ocean Properties Ltd., and franchised by Starwood Hotels. The Westin Key West Resort & Marina and its sister property, Sunset Key Guest Cottages, A Westin Resort, have been the only accommodations in Key West designated with the AAA Four-Diamond Full-Service award consecutively since 1999.

#### **About Ocean Properties, Ltd. Hotels and Resorts**

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