



For Immediate Release

For More Information, Contact:  
Tade Allen, Director of Sales  
[TAllen@BenchmarkManagement.com](mailto:TAllen@BenchmarkManagement.com)  
(757) 366-5805

## **They Just Swanna Name**

Virginia Beach, Va. (September 17, 2008) – Graceful Australian Black Swans, namesakes of Swan Terrace restaurant at The Founders Inn and Spa, were residents of the property since it was built in 1991. The last two swans, having died of natural causes, left the property with no mascots. Recently The Founders Inn and Spa brought in two beautiful, white swans to replace them and continue the tradition. Now assimilating to their new home, they are fortunate to have their own pond, a plentiful food supply, affection, attention and acres of land for roaming. They are, however, unfortunate in being anonymous, so a naming contest is announced.

The last two swans, for example, were named Brutus and Cassius; apparently they had opposing dispositions. The new swans seem compatible but they are quite vocal. They have appealed to management, “Squawk, squawk and squawk!”

Tade Allen, the Director of Sales and Marketing at The Founders Inn and Spa has heard their cries and announces, “The swans will not suffer the indignity of going unnamed. We are turning to the people of Hampton Roads to help us in an organized effort to find befitting names for our swans.”

Anyone 18 or older may enter, including employees. Contestants simply send in suggestions for the names of both swans along with a brief explanation as to the reason behind the name via email to: [jvinson@benchmarkmanagement.com](mailto:jvinson@benchmarkmanagement.com) or call 757.366.5711 and leave a detailed message, including contestant’s name and phone number. Submissions are due by October 15, 2008. The winner, selected by a panel of judges, will receive a free Terrace Club Membership.

The Terrace Dining Club Signature Card program at The Founders Inn and Spa extends benefits and offers discounts at Swan Terrace, Hunt Club, Flowering Almond Spa as well as discounts for hotel accommodations. Members receive as much as 50% off meals as well as a complimentary breakfast, lunch, dinner or Sunday brunch

on each dining visit to The Hunt Room or Swan Terrace restaurant when dining with at least one other person.

(MORE)

About The Founders Inn and Spa

Boasting old-world charm and the finest southern hospitality, The Founders Inn and Spa provides the appeal and warmth of a country inn, accented by beautiful antiques and historic artifacts, with a new \$5 million full-service resort spa, grand scale pool featuring a circular slide and interactive fountains, luxurious amenities and award-winning cuisine. The Inn's 240 guestrooms and suites include High Speed Internet access, generous workspace and views of 26 landscaped acres. Select rooms include gas fireplaces, and views of the lake and formal gardens. The Founders Inn and Spa is located at 5641 Indian River Road in Virginia Beach near exit 286B off Interstate 64 East. For reservations and additional information, please call 800-926-4466 or visit [www.FoundersInn.com](http://www.FoundersInn.com).

Benchmark Hospitality International is a leader in the management and marketing of resorts, conference centers, hotels, and Personal Luxury Hotels™. The privately held company, launched in 1980, is a founding member of the International Association of Conference Centers. Benchmark is a worldwide organization operating over 30 properties representing major metropolitan and resort destinations. Benchmark's international headquarters is located in The Woodlands, Texas, near Houston, with regional offices in New Jersey and Connecticut. International offices are located in Tokyo and Santiago, Chile. For locations of properties and additional information, visit [www.BenchmarkHospitality.com](http://www.BenchmarkHospitality.com).

For general information contact:

Jean Mackay Vinson

(757) 366-5711

[JVinson@BenchmarkManagement.com](mailto:JVinson@BenchmarkManagement.com)