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CONTACT: Vanessa Fioravante
Laura Acker
Kreps DeMaria
305-663-3543
vfioravante@krepspr.com
lacker@krepspr.com

Trump International Beach Resort Partners with Miami Fitness Connection Partner to Promote Eco-education

Sunny Isles Beach, Florida (September 10, 2009) – In an effort to put more focus on environment and education, [Trump International Beach Resort](#) has partnered with [Miami Fitness Connection](#) to help children enjoy and preserve the many cultural and ecological wonders of South Florida. The Miami-based organization, which provides professional support for after-school and community programs, children and adult fitness regimens, corporate team building and special events, will operate the resort's exclusive *Planet Kids* program -- one that has been uniquely designed to help children gain better appreciation of their surrounding environment. Miami Fitness Connection will also assist in community offerings associated with Trump International's *Make a Difference* program.

“We are excited about the partnership with Miami Fitness Connection,” says Colin Gold, General Manager for Trump International Beach Resort. “The expertise and qualifications of the trusted Miami Fitness Connections’ staff adds to the growth of *Planet Kids* and our community outreach program. They provide new, innovative activities and ideas for educating children about their environment and personalize the curriculum based on the age group of the children.”

In its new onsite role, Miami Fitness Connection's staff will serve as *Planet Kids* “Planeteers,” coordinating a range of high-energy activities with an eco-friendly purpose, including Art, Music and Movement, Fun and Fitness, Water Play, Sport Skills, a Character Club, and more. The Planeteers allow *Planet Kids* campers to “rule” the resort -- from the beach to the pool -- under the watchful eyes of counselors who are certified in CPR, First Aid and water safety

“We are thrilled about the partnership with Trump International Beach Resort,” says Suellen Sastoque, CEO of Miami Fitness Connection. “Our mission to strengthen the community through the education of our youth strongly parallels that of the resort, and together we look to provide experiences through eco-education and activities that help each child grow on a physical, mental, social, emotional, and spiritual level.”

The Planeteers will also participate in the *Make a Difference* program, developed as an extension of the resort’s mission to create a “World of Difference” in the service provided to guests and staff. *Make a Difference* is committed to the growth of communities in areas such as culture, eco-education and quality of life. Each year, Globie, the resort’s earth-shaped mascot, and the Planeteers will visit 12 South Florida schools, engaging students in exciting activities that will teach them how to make a difference in their communities and protect the environment.

“Through this valuable partnership, Trump International Beach Resort will continue to deliver the ‘World of Difference’ philosophy both, to the children that we serve onsite as well as those in the community,” concludes Susan Boone, Director of Marketing at Trump International Beach Resort.

ABOUT TRUMP INTERNATIONAL BEACH RESORT

Situated between Miami and Fort Lauderdale in the exclusive enclave of Sunny Isles Beach, Florida, Trump International Beach Resort is a lavish oceanfront oasis, complete with its own private and pristine beach and delightful grotto-style pool complex. A new member of *The Leading Hotels of the World*, the Trump International offers 372 oversized guest rooms and suites, each with a private balcony and spectacular views of the Atlantic Ocean or Intracoastal Waterway. Luxurious amenities at Trump International include a full-service spa & fitness center, two restaurants, three lounges, tennis, business center and 22,000 sq. ft. of meeting and banquet space. The Trump International Beach Resort opened in 2003 and has been consistently hailed as one of the best Miami Luxury hotels. The resort is managed by the International Resorts Management Group.

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