

PRESS RELEASE

LIVING “SOFT” AND PLAYING GOLF IN VERSILIA

Packages dedicated to golfers by the three Soft Living Places hotels in Forte dei Marmi, Viareggio and Tirrenia.

Although it is still and above all a "way of life" for those who play it, golf has significantly grown in popularity in Italy in recent years. Today there are more than 250 clubs and about 77,000 golfers. An oddity: there are many husband and wife couples who play golf, and 30% of the players are women. Almost 5,000 are junior players (under 21).

Italian golf facilities are excellent, and thanks to the artistic, wine and food attractions the country offers, **golf and tourism** are growing at the same rate. Golfers however first choose the golf course they want to play and then the hotel as a consequence, favouring those destinations that are more attractive from climatic, accessibility and hospitality viewpoints. **Tuscany offers one of Italy's most extensive choices** with 34 facilities of various types, **five of which are concentrated in the stretch running from Leghorn to Forte dei Marmi:** Cosmopolitan Golf & Country Club and Golf Club Tirrenia in Tirrenia (Pisa), Versilia Golf Club in Pietrasanta (Lucca) and the practice courses Alisei in Pietrasanta and Vicopelago in the namesake town, both in the province of Lucca. The Castelfalfi Golf & Country Club is also in the vicinity. **The three hotels belonging to the Soft Living Places chain** are precisely on the Tuscan coast concerned: Hotel Byron in Forte dei Marmi, Hotel Plaza e de Russie in Viareggio and Green Park Resort in Tirrenia.

Soft Living Places

The name itself says it all. The three hotels in the Tuscan hotel chain "Soft Living Places" promise a **soft** stay ruled by relaxation, peace and well-being. They all offer the same warm welcome typical of the style that distinguishes their hospitality - a characteristic Italian intimate, refined dimension and lifestyle that ensues from painstaking attention to detail - everything from the furnishings and choice of colours to the excellent foodservice and impeccable, solicitous and cordial service. Their **restaurants have each a marked personality** owing to the professionalism and creativity of the chefs who offer first-rate cuisine, and are also popular with connoisseurs who enjoy the dining experience they offer. **Two chefs are Tuscan:** Luca Landi at Green Park Resort in Tirrenia is from Lucca, and Andrea Mattei at the Byron in Forte dei Marmi is from Pietrasanta. Their cuisine, which offers traditional recipes revisited using new techniques and original combinations of flavours, is particularly interesting because it is **open to the influences of international trends**. A 2000 m² **Wellness Centre** surrounded by a pine forest and overlooking the sea is the pride of Green Park Resort in Tirrenia. The Wellness Centre is fitted out with a large whirlpool tub, Kneipp route, Turkish bath, sauna, aromatic showers, gym, and booths for a vast range of treatments and massages (both traditional and Ayurvedic), supervised by a medical team and qualified personnel.

GREEN PARK RESORT IN TIRRENIA (PISA): "GOLF & GASTRONOMY IN TUSCANY" PACKAGE - 419 EUROS PER PERSON, inclusive of:

three nights in a deluxe double room with buffet breakfast; a bottle of Chianti DOCG wine in the room upon arrival; choice newspaper; three evening aperitifs at the American Bar; **three candlelight dinners** with a typical Tuscan menu and wines selected by the wine waiter; free admission to the Resort's **Thermarium** (October-May) including use of the sauna, Turkish bath and swimming pool; free admission to the outdoor swimming-pool (June-September) and the tennis court; two **green fees** per person to use at the Cosmopolitan Golf Club in Tirrenia or at the Castelfalfi Golf Club in Montaione. One child aged under 12 years is free (bed and breakfast) in the parents' room. Outdoor parking free of charge. Departure time extended to 4 p.m. (as availability allows). **10% discount on all beauty treatments** and health programmes at the Wellness Centre. Prices are valid throughout 2007.

HOTEL PLAZA E DE RUSSIE IN VIAREGGIO: "GOLF & GASTRONOMY IN VERSILIA" PACKAGE, 480.00 EUROS PER PERSON, inclusive of:

three nights accommodation in a superior double room; small buffet breakfast; a gift bottle of Chianti D.O.C.G.; choice newspaper; three aperitifs consisting of flutes of Prosecco wine and warm and cold canapés served at the American Bar; **three candlelight dinners** with a menu of 3 courses specially planned to enhance the traditions of the Tuscan coast, and the ideal wine combination selected by our wine waiter; two **green fees** per person to use **at the Cosmopolitan Golf Club in Tirrenia or at the Castelfalfi Golf Club** in Montaione (FI).

Supplement per person in a deluxe room: 33.00 euros per day.

Supplement per person in a Junior Suite room: 70.00 euros per day.

The above offer is limited and valid only by reservation, referring to the "Golf and Gastronomy in Versilia" programme. Prices are valid throughout 2007.

HOTEL BYRON IN FORTE DEI MARMI

PACKAGE OFFERED BY HOTEL BYRON IN FORTE DEI MARMI from 1 March to 30 October 2007 (not including the period 1 June/9 September) inclusive of **two nights** accommodation in a double room, breakfast, one dinner for two (drinks are not included) and **two green fees** at the Versilia Club at a total cost of **900 euros**.

Golfing in Versilia

The **Cosmopolitan Golf & Country Club in Tirrenia**, designed by David Mezzalane, has 18 holes that are not exceedingly difficult and wide fairways with few trees. The Club House is, instead, designed by Aldo Rossi, architect and town planner of international fame. The 18-hole course of **Castelfalfi Golf & Country Club**, designed by Piero Mancinelli, is varied and winds through the vast estate amidst century-old woods, ponds and streams that do not spare the players difficulties. The nine holes at **Golf Club Tirrenia** are set in the thick pine forest on the edge of town. Thanks to the trees, the course is always kept cool, even on the summer's hottest days. The **Versilia Golf Club in Pietrasanta** has a championship 18-hole course designed by Marco Croze. The course extends over land full of spring ponds, and to such an extent that 12 of the 18 holes are affected by water obstacles. The course as a whole is enjoyable, with the first nine holes fairly open and the second nine holes framed by thicker vegetation. The practice courses of **Alisei in Pietrasanta** and **Vicopelago** are equipped with putting and pitching greens, practice bunkers and a pro shop.

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