

THE WESTIN
KIERLAND
RESORT & SPA
PHOENIX-SCOTTSDALE

FOR IMMEDIATE RELEASE

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The Easter Bunny Invades Scottsdale and The Westin Kierland Resort & Spa Track the Easter Bunny on his trek to The Westin Kierland for a Grand Entrance on Easter Sunday, and enjoy the Special Holiday Filled with Family Fun and New Brunch Experience

Scottsdale, Ariz. (April 18, 2011) – On Easter Sunday, April 24th, [The Westin Kierland Resort & Spa](#) will continue their annual tradition of a Family Fun-filled Easter Celebration. For the first time this year, starting ten days prior to Easter, the Easter Bunny will be tracked throughout town on an official “Bunny Tracker” through The [Westin Kierland's Twitter](#) page. This offers guests planning to visit over the holiday, as well as local guests a countdown to this Easter extravaganza. The Easter Bunny will arrive like last year, from a helicopter onto the [Kierland golf course](#). This year the Resort has planned the largest Easter Egg Hunt in its history, with over 23,000 Easter Eggs overtaking an entire golf course fairway. Also new this year, the Easter Brunch will take place in the Resort’s brand new Trailblazer’s Ballroom, with live entertainment and featuring a special brunch menu. Easter-themed activities resume throughout the day, including photos with the Easter Bunny, crafts, a bounce house and petting zoo.

Leading up to Easter Sunday, The Easter Bunny will be taking over the [Westin Kierland's Twitter](#) page, transforming it into his Official “Bunny Tracker.” Followers will keep track as he tweets his location daily, getting closer to the [Kierland Resort](#) each day. The Easter Bunny will then make his grand entrance, arriving by helicopter on Easter Sunday to the [Kierland Resort](#). The Family Fun begins at 9:00 am, with games, crafts, relays, a bounce house and petting zoo that will continue throughout the day. Promptly at 10:00 am, families meet at the Resort’s Marshall’s Pavilion where the hunt for thousands of Easter eggs will begin. “Each year our festivities are really kicked-off with the massive Easter Egg Hunt; it is the reason guests choose to stay with us over the holiday,” explains Josh Riffe, CFO – “Chief FUN Officer” at [The Westin Kierland](#). “With over 23,000 Easter Eggs, it’s a sea of pastel across the golf course fairway, and to watch the excitement build as the Easter Bunny descends in the helicopter is truly indescribable.”

This year, The Westin Kierland’s Annual Easter Celebration includes a new Easter Brunch experience inside the Resort’s brand new Trailblazer’s Ballroom. “Our new ballroom features sweeping floor-to-ceiling views of the golf course and nearby McDowell Mountains. It is the perfect location for an unforgettable holiday experience,” describes Jeff Barba, Director of Food & Beverage at The Westin Kierland. Brunch is served from 10:00 am – 4:00 pm, with the last seating available at 3:00 pm. The brunch will also feature Live Piano Entertainment. As always, the Westin Kierland’s Easter Brunch will feature a special Easter menu. The cost is \$75.00 for adults, and \$25.00 for Children ages 6-12; Children under 5 eat free. Reservations are required and can be booked by calling 480.624.1202.

The special [Easter menu](#) will include Starters, such as Curried Chicken Waldorf Salad with Tart Apples, Celery and Toasted Walnuts; Chef-Attended Seafood Station, including Rosemary and Cracked Black Pepper-Marinaded Alaskan King Crab and Dill-Cured Salmon with Lemons, Capers and Shaved Red Onion on Mini Bagels; Omelets Prepared to Order, with a variety of ingredients

to choose from; Carving Station, carving up Valencia Orange-Glazed Ham and Salt and Garlic Crusted Prime Rib; Pasta Prepared to Order; Hot Items, such as Lamb Loli-Pops, Sweet Potato Mash and an assortment of biscuits and muffins; and to finish the meal, Dessert with a Chef-Attended Apple Crepe Station, Chocolate Fountain, and more.

The Easter Celebration is Sunday, April 24th, 2011 at the [Westin Kierland Resort & Spa](#) in Scottsdale, Arizona. Family Fun activities begin at 9:00 am. For more details on Easter and FUN at [Kierland Resort](#), visit www.kierlandresort.com or email FUN@kierlandresort.com.

About The Westin Kierland Resort & Spa

The Westin Kierland Resort & Spa is a four-diamond Resort located in the heart of "new" Scottsdale in the Sonoran Southwest. The Arizona Resort features 732 rooms, 55 suites and 32 casitas; nearly 200,000 square feet of indoor and outdoor function space; ten food and beverage venues; a full-service spa and fitness studio; an elaborate water park including a water slide and lazy river; Westin Kids Club®; and the 27-hole Kierland Golf Club. Kierland Resort has an award-winning Family FUN program with events and activities for individuals of all ages. As an added benefit, The Westin Kierland is adjacent to Kierland Commons and the Scottsdale Quarter, both are among the hottest shopping and dining districts in the Valley. The Resort is an ENERGY STAR Partner and was named the "Greenest Hotel in Phoenix" by the Arizona Hotel and Lodging Association and the Arizona Department of Environmental Services. For more information about The Westin Kierland Resort & Spa please visit www.kierlandresort.com or call 480-624-1000. Recent enhancement information can be found at www.kierlandenhancements.com. All special events and offers can be found at www.ilovekierlandresort.com. Follow us on [Twitter](#) and [Facebook](#).

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