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## **THE WHITEFACE LODGE RESORT & SPA LAUNCHES KAMP KANU, AN EXCITING AND COMPLIMENTARY KIDS PROGRAM**

*A Creative Series of Skill Building Activities, Nature Lessons and Sports*

**LAKE PLACID, NY (May 2009)** – The Whiteface Lodge Resort & Spa, Lake Placid, is pleased to announce Kamp Kanu, an expanded children’s’ program featuring creative skill-building, nature-oriented and sporting activities for two distinctive age groups: three to six and seven to ten.

Supervised by activities attendants trained in CPR and First Aid, Kamp Kanu is a creative and fun-filled program that is fully complimentary when families book a vacation at The Whiteface Lodge. Nature-oriented and skill-building strategies are central to Camp Kanu and are intended to help kids reconnect with nature and learn interesting techniques such as orienteering (compass reading), animal tracking, scavenger hunts, identifying various plant and bug species, and more. Other activities include fishing lessons on the Resort’s onsite catch-and-release pond, tennis, basketball, arts and crafts, as well as swimming, canoeing and kayaking on Lake Placid.

“Kamp Kanu activities are designed to be extremely creative and fun and also to help kids better understand concepts such as self reliance and resourcefulness,” said Phil Anderson, General Manager, The Whiteface Lodge Resort & Spa.” It’s also a time for kids to make new friends, experience new adventures and create memories that will last a lifetime.”

Kamp Kanu presents a lively theme each day, from “Arrrgh you a Pirate?” which may involve a treasure hunt to “Animal Adventures” where kids may enjoy a “bug safari.” The Whiteface Lodge executive management team is committed to ensuring that Kamp Kanu offers a consistently inspiring and motivational program with activities that appeal to a wide variety of kids’ interests and sports preferences.

For rainy days, activities will be held in the Resort’s very own yurt, Kamp Kanu’s spacious indoor area, where kids will participate in a variety of stimulating games in addition to arts and crafts projects. Activities may include decorating frames, creating animal masks, crafting finger puppets, enjoying story time, and other highly original and entertaining projects. Kamp Kanu provides all of the necessary equipment, arts supplies and gear that may be needed for both outdoor and indoor adventures.

The Kamp Kanu program is offered daily throughout the summer months (July through August) and on the weekends during fall and winter including the winter holiday season. For children ages three to six, Kamp Kanu is available half-day, from 9:00am to noon with an optional lunch offering. Older kids, ages seven through ten, may select a half-day morning or afternoon (1pm – 4pm) program or full day which

runs from 9:00am to 4:00pm. Full-day participants may choose to have lunch with their families or enjoy the lunch provided by Kamp Kanu (a small fee is charged for the Kamp Kanu lunch).

In addition to Kamp Kanu, young guests of The Whiteface Lodge are encouraged to explore and enjoy the Resort's wide array of on-site gratis activities and amenities including a series of indoor/outdoor-heated pools, outdoor tennis and basketball courts, a 54-seat onsite movie theater, and an indoor family game room featuring billiards, shuffleboard, table tennis and a two-lane bowling alley. On summer evenings, kids and their parents are invited to gather around a roaring campfire and enjoy delicious and gratis s'mores supervised by Resort staff.

For adults seeking to enjoy dinner in Kanu, the Resort's elegant dining area, without their children, the Sunset Club provides kids with an assortment of entertaining evening activities, including a pizza dinner followed by games, arts and crafts or a movie, dependent upon the weather. The cost for the Sunset Club, available every night from 6pm – 9pm, is \$31.00 for the first child and \$25.00 for each additional child.

### **About The Whiteface Lodge**

Located in the woodland setting of the High Peaks region of Lake Placid, New York, The Whiteface Lodge is the only all-suite Resort in the Adirondacks, offering 94 guest accommodations. The Resort also offers a value-added experience unparalleled in the region, providing guests with access to a wide range of gratis amenities, services and activities, including a sumptuous breakfast each morning in Kanu, the Resort's signature dining area; a creative kids program for ages three to ten called Kamp Kanu; onsite heated swimming pools; fishing in a stocked catch and release pond, with all equipment provided; basketball, tennis and paddle tennis courts; sophisticated fitness center; three-season ice skating rink; family game room with a two-lane bowling alley; nightly s'mores campfire; and a 54-seat movie theater. Additionally, during the summer, guests of the Resort receive complimentary access to the private lakefront "Canoe Club," where kayaks, canoes, and paddleboats are all gratis.

Inspired by the historic Adirondack "Great Camps," signature features of The Whiteface Lodge also include plush Adirondack-styled furnishings, fireplaces, gourmet kitchens, private balconies, granite baths, and complimentary high-speed Internet. A 5,800-square-foot Spa, with treatments and services embracing local elements and ingredients, is a favorite spot for Resort guests.

The Whiteface Lodge features four dining areas -- The Kanu Lounge for casual fare and Kanu, where guests may enjoy a formal or casual culinary experience, such as tapas and cocktails, or a three-course, wine-pairing lunch or dinner. Featuring old-fashioned decor blended with a wide range of modern ice cream dishes, the Resort's onsite Ice Cream Parlor was developed to provide tasty treats to guests of all ages. Additionally, select grilled culinary fare, complimented by refreshing beverages, are featured at the Resort's private Canoe Club, located on Lake Placid. (The Canoe Club is open only during the summer). Recently, the Resort expanded its culinary services, enabling guests lounging by the pool, in lean-tos or on the outdoor patios and terrace to enjoy tapas, meals and beverages of their choice. The Resort also provides 24-hour In Room Dining.

### **Awards & Accolades**

The Whiteface Lodge is a AAA Four-Diamond Award-winning property. In 2008, the Resort ranked third on the 'Best Hotel Spa' list per *Condé Nast Traveler's* list of the "Best Spas in North America and the Caribbean." and it placed 41 on *Conde Nast's* 2008 list of "The Top 50 Ski Hotels in North America." Additionally, The Whiteface Lodge has been named "one the top places to stay" according to *National Geographic Traveler's* 2009 "Stay List"; one of 2007/2008 World's Top Hotels, Resorts, and Spas per Zagat's; and was listed in third place on TripAdvisor.com's 2009 list of "Top 10: Spa Destinations." The property has also appeared on *Condé Nast Traveler's* "Hot List" and *The Robb Report's* "Best of the Best" list since its 2005 opening. With a renowned culinary program, The Whiteface Lodge was selected to participate in the prestigious 2009 James Beard Society "Taste of New York" culinary event in New York City. The Resort's Executive Chef and Sommelier achieved the coveted honor of creating and presenting the entree and wine pairing to over 50 distinguished culinary experts and journalists.

The Whiteface Lodge is a member of The Leading Hotels of the World. For information, please call 1-800-903-4045 or visit [www.TheWhitefaceLodge.com](http://www.TheWhitefaceLodge.com).

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