

**SAWGRASS MARRIOTT GOLF RESORT & SPA
PRESS RELEASE**

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FOR IMMEDIATE RELEASE

**SAWGRASS MARRIOTT GOLF RESORT & SPA HIRES GENERAL
MANAGER MARTIN DIEHR FOR CABANA BEACH CLUB**

PONTE VEDRA BEACH, Fla. (June 16, 2010) – [Sawgrass Marriott Golf Resort & Spa](#) has hired Martin Diehr as general manager of the recently renovated [Cabana Beach Club](#), where he oversees all aspects of the club, restaurant, and facilities. Diehr has more than 15 years experience working in the hospitality industry. Before joining the Sawgrass Marriott, Diehr held positions at the Ritz-Carlton Jupiter Golf Club & Spa, the Ritz-Carlton Lodge, Reynolds Plantation, the Tampa Marriott Waterside, and Disney World in Orlando.

“With Martin at the helm, we expect to be able to take the club to the next level, while still retaining our signature family-friendly atmosphere,” said Jeff Mayers, general manager at the Sawgrass Marriott Golf Resort & Spa. “We are very pleased to have Martin’s leadership and professionalism at the Cabana Beach Club.”

Since joining the executive team, Diehr has implemented a membership survey and dining surveys that allow Cabana Beach Club members the opportunity to provide feedback on their club experiences.

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Diehr has also increased the number of themed events for members such as the popular Casino Night recently held in March. These nights involve fun for the whole family, with a range of adult activities and a camp for kids.

The Cabana Beach Club also has a membership rewards program, and members earn and enjoy access to golf and resort privileges at the Sawgrass Marriott Golf Resort & Spa.

“It is exciting to be able to build on our longstanding tradition of being a great family club,” said Diehr. “My vision for the Cabana Beach Club is to continue to offer excellent service and great food, in our beautiful family-friendly setting. So far feedback from our members has been outstanding – they love it.”

For more information about the Cabana Beach Club, call (904) 285-0202 or visit www.cabanaclub.net.

About Sawgrass Marriott Golf Resort & Spa

[The Sawgrass Marriott Golf Resort & Spa](http://www.sawgrassmarriott.com), host of THE PLAYERS Championship, is Northeast Florida’s premiere destination for vacations, conferences and special events. The award-winning resort has been ranked as the #1 Best Golf Resort in Florida and the ninth best golf resort in the country by *Travel and Leisure Golf Magazine*. Guests of the resort have exclusive access to eight championship courses including THE PLAYERS Stadium course, a Pete Dye-designed course ranked by Golf.com as the #1 best course to play in Florida and ranked #10 by Golf Magazine for best course to play in the United States. Other amenities of the resort include the Spa at Sawgrass and the Cabana Beach Club, a private and relaxing beachfront getaway for the entire family to

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enjoy the simple pleasures of Ponte Vedra Beach. The newly renovated club features private beach access, a Junior Olympic heated swimming pool, three restaurants, shower and changing facilities, a playground, towel service and beach rentals.

To visit the Sawgrass Marriott Golf Resort & Spa, travel J. Turner Butler Boulevard East to State Road A1A South toward Ponte Vedra/St. Augustine. Turn right on PGA TOUR Boulevard and turn left into the Sawgrass Marriott Golf Resort & Spa. For more information about the resort, call (904) 285-7777 or visit online at www.sawgrassmarriott.com.

Photography:

- 1.) Martin Diehr – general manager of the Cabana Beach Club

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