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FOR IMMEDIATE RELEASE



EASTER AT THE BOAR'S HEAD

One Great Tradition: Two Family Fun-Filled Weekends.

CHARLOTTESVILLE, Virginia, March 23, 2011: Are you *ever* too old to play with the Easter Bunny? For many families, Easter and brunch with the Easter Bunny at The Boar's Head are family traditions. So invite family and friends to gather with us on Saturday, April 16th, for a weekend of family fun filled events and again on Sunday, April 24 for a traditional Easter meal.

Throughout the day on Saturday, April 16th enjoy the many varied events for guests and the community to attend at The Boar's Head: The Boar's Head Store Open House; the Sports Club Family Fun Day; egg, cookie and Easter bag decorating; and an Easter egg hunt followed by tea for that special little girl in your family.

Bring your family and friends to the Sports Club on Saturday, April 16th, from 11:00am - 2:00pm for Family Fun Day! Enjoy parent-child tennis clinics, chip & putt contests, climbing wall competitions and more. Summer camp sign-ups and tours of our state-licensed childcare center will be held throughout the day.

View our new spring line and enjoy refreshments throughout the day at The Boar's Head Store. Savor tastings of King Family Vineyard's Crose Rose, Roseland varietals, and Hale All Natural Tea Cocktail Mixes.

Before taking in the hunt, try your hand at decorating! Beginning at 1:00pm, children of all ages can decorate their own eggs, cookies and Easter egg hunt bags with the Easter Bunny. Call 434.972.2227 to make your reservations today! Easter egg hunts begin at 2:30 p.m. and will be divided according to age group (4 and under, 5-7, 8-10). A total of **2000 eggs** will be hidden, and each hunt will feature a special prize egg.

Top off the day with a treat for that special little girl in your family. Take her to High Tea in The Boar's Head Ordinary Room from 3:30pm - 4:30pm. For reservations call 434.972.2230.

Then on Easter Sunday, April 24, 2011, continue or create a memorable family tradition. Join us on this special day by choosing from a traditional Easter brunch in the Old Mill Room or a family-style brunch in the Pavilion complete with a separate children's buffet. Or perhaps you prefer Easter dinner in the Old Mill Room. Call 434.972.2230 today to make your reservations to dine with us for Easter.

The Boar's Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art Sports Club, award-winning tennis, championship golf, a luxury spa, and children's programs. In addition, we boast 22,000 square feet of meeting, wedding and other social space, including our Pavilion. An added feature is our close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

Enjoy the festivities, build a tradition and don't forget to keep an eye out for the Easter Bunny, as these events cater to the young and the young at heart! For more information or to make reservations, please call The Boar's Head at 434.296.2181 or 800.476.1988 or visit the resort's web site at www.boarsheadinn.com.

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