



For Release:

Immediate

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The Essex Resort & Spa unveils *Vermont Tennis Vacations*

Rob Barr named director, Anders Lundberg head pro

(ESSEX, VT) The Essex, Vermont's Culinary Resort & Spa, today announced the unveiling of *Vermont Tennis Vacations*. It is the resort's latest development, further distinguishing The Essex as northern Vermont's premier destination resort.

The Essex had partnered with New England Tennis Holidays to provide resort-based tennis instruction for the past 6 years, but resort General Manager Jim Glanville (an avid player himself) says the time is right for The Essex to provide the program independently.

"We are very pleased to be in a position to offer tennis programming, complimented by a full array of resort amenities," says Glanville. "Our guests will notice the benefits immediately—lower prices, added value, expanded food and beverage offerings, spa services and much more flexibility in vacation offerings. We will offer two-, three-, and five-day programs, with a pro-student ratio no higher than 4:1. Additionally, we will offer a la carte programming for those not interested in a 5-hour camp environment."

Lead by familiar faces Rob Barr and Anders Lundberg, who together have spearheaded tennis programming under NE Tennis Holidays at the resort for the past six years, will lead a talented, international staff in what promises to be one of the premier instructional camps in the world. They will combine world-class coaching and fast-paced drills in a fun and challenging environment. *Vermont Tennis Vacations* will offer tennis camps, cardio tennis, private lessons, professional exhibitions, children's clinics and more.

Director Rob Barr

In addition to directing tennis at The Essex for the last six years, Barr, has served as a personal coach for top professionals on both the ATP and WTA tours. He has coached at Wimbledon, the Australian and U.S. Opens, and numerous other events around the world and has a personal world ranking.

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Head Tennis Professional Anders Lundberg

Lundberg is a nationally-recognized world ranked player and developmental coach. He won conference honors while playing tennis at the University of Texas and has held the #1 ranking in Sweden in three different age divisions.

Vermont Tennis Vacations will actively incorporate other resort amenities into the package offerings to include outstanding cuisine through their partnership with the New England Culinary Institute and unparalleled spa services in their 22,000 square foot spa, indoor pool and fitness center which opened in July of 2009.

For more information, please visit www.VtCulinaryResort.com/tennis or call 800-727-4295.

About The Essex Resort & Spa (formerly 'The Inn at Essex')

Nestled on 18 acres between the Green Mountains and Lake Champlain, The Essex Resort & Spa is a AAA Four Diamond rated, 120-room resort and spa featuring the award winning Butler's Restaurant & Tavern. Conveniently located just minutes from downtown Burlington, the resort also offers hands-on cooking classes, golf, hot air ballooning, fitness instruction and Vermont's only Orvis®-endorsed fly fishing experiences. Follow The Essex on Twitter: @EssexResortSpa

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