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SEGWAY INTO SPRING AT THE RITZ-CARLTON GEORGETOWN, WASHINGTON, D.C.

WASHINGTON, D.C. – February xx, 2009 - Along with celebrating the gift of 3,000 cherry trees from Japan in 1912, the annual National Cherry Blossom Festival has become an international phenomenon that marks the start of the spring season in the Nation’s Capitol. Visitors from around the world along with local admirers intermingle to experience the natural beauty of the blossoming cherry trees or “Sakura,” and celebrate springtime in Washington, D.C. The Ritz- Carlton Georgetown, Washington, D.C. invites guests to “segway” into this symbolic experience with a customized segway safari tour of the city, a private Budokon® instruction by the blooming cherry trees, and Cherry Cocktails in the hotel’s sexy bar, Degrees Bar & Lounge.

Offering a fun, dynamic experience, the Segway is a self-balancing, personal transportation device that allows guests to cruise effortlessly through the historic Georgetown neighborhood and past The White House and other national monuments with the help of a tour guide.



Photo by Segs in the City

Guests staying at The Ritz-Carlton Georgetown, Washington, D.C. will be able to segway from the front door of the hotel to the Tidal Basin, where they will receive a one hour private Budokon® instruction outdoors amidst the beautiful cherry blossom trees. Described as the “art of living,” Budokon draws upon ancient and modern yogic and martial arts styles, and offers an intense, full body workout, while also improving agility, control, power, balance and flow. Budokon which translates directly in Japanese as (Bu) Warrior (Do) Way (Kon) Spirit, or Way of the Spiritual Warrior, also incorporates Zen meditation which links the yoga and budo practices together, bringing the body and mind to a strong yet restful place.



Photo by Lululemon

The private one hour instruction will be led by Regional Budokon Director, Mimi Rieger, the first certified Budokon instructor in the Washington, D.C. metropolitan area.

Segway into Spring Package includes:

- Overnight guest room accommodations
- Fitness breakfast for two in Fahrenheit Restaurant

- Personalized Segway tour from Segs in the City from the hotel to the Tidal Basin (3 hour excursion including return to the hotel)
- One hour private Budokon® instruction from Mimi Rieger, Budokon regional director and certified blue belt instructor
- Two Cherry Lemon Cooler cocktails in Degrees Bar & Lounge
- Overnight valet parking

The Segway into Spring Package is priced starting from \$649 USD and is available from March 13 through April 14, 2009. Pricing is based on double occupancy and requires a four day advance reservation. In the event of inclement weather, guests will have private Budokon instruction in the hotel's fitness center. Segway tour will occur rain or shine. This package is subject to availability and weather conditions and is exclusive of taxes and gratuities, and does not apply to groups. Additional rooms are available at prevailing rates.

For more information about The Ritz-Carlton Georgetown, Washington, D.C., please visit <http://www.ritzcarlton.com/en/Properties/Georgetown/> or call (202) 912-4100.

For more information about Budokon and Mimi Rieger, please visit <http://www.purefitnessdc.com/>.

For more information about Segs in the City, please visit <http://www.segsinthecity.com/>.