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FOR IMMEDIATE RELEASE:

Contact: Lynn Strauss
Phone: (505) 412-0319
Email: lynn.strauss@browndogs.org
Website: www.bishopslodge.com

**Bishop's Lodge Kicks Off Year-long Celebration
of 90th anniversary as a resort**

Santa Fe, NM – More than 100 hospitality industry officials, executives and Bishop's Lodge family attended a reception kicking off the resort's 90th anniversary last month.

The New Mexico Department of Tourism, the Santa Fe Convention & Visitors Bureau, the Hispanic Chamber of Commerce and all the major Santa Fe hotels were represented at the event, which included tours of the historic Lamy Chapel, now exhibiting the Bishop's private residence.

Janelle Cram, Regional Director of Sales for Prism Hotels & Resorts, which manages the resort, was on hand to announce and congratulate the resort on 90 years of hospitality.

Historian Thomas Chavez, noted author and former director of the Palace of the Governors, announced the 90th anniversary edition of the resort's history publication, "From Retreat to Resort." Chavez edited and wrote an introduction for the booklet, which is now available at the Lamy Gift Shop in the Central Lodge on the property.

Finance Director and Acting General Manager Jim Schiff announced upcoming events including an art tour in April, an opera event in June, and a golf tournament in September celebrating the resort's 90th anniversary.

Packages and specials include a \$90 spa treatment, the Native Stone Massage, a \$90 dinner for two including a bottle of wine, and \$90 horseback ride for two.

Other upcoming activities will include:

- "A Piece of History" campaign will invite past visitors to share their stories, photos and memorabilia of Bishop's Lodge. Entries qualify to win a weekend stay at Bishop's Lodge.
- A special display of historic photos, guest photos and memorabilia
- A photography contest, entries qualify to win a weekend stay at Bishop's Lodge.

Special celebrations are planned throughout 2008 to commemorate the 90th Anniversary of The Bishop's Lodge Ranch Resort & Spa's transition from a private estate to New Mexico's first resort retreat in 1918. As Santa Fe's only true resort, Bishop's Lodge has hosted celebrities, politicians and generations of families over the past 90 years.

A Brief History:

In 1918, Denver industrialist James R. Thorpe and his family purchased the 450 acres that is now Bishop's Lodge Ranch Resort & Spa. Prior to the acquisition, the property was briefly owned by the Pulitzer family of St. Louis, and before that it was the private retreat of New Mexico's first bishop, Jean-Baptiste Lamy.

In 1851, Bishop Lamy came to Santa Fe and bought a parcel of land in the Tesuque Valley, just 3 miles from the Santa Fe Plaza, to make his country retreat. He cultivated gardens and entertained visitors for the next 36 years during his busy and productive years as bishop of the Southwest Diocese when was organizing to build St. Francis Cathedral, starting St. Vincent's Hospital, and Santa Fe's first orphanage and school.

Knowing the property's history, Mr. Thorpe named his resort "Bishop's Lodge" and went on to create a traditional ranch resort for families and visitors to spend long periods and enjoy the enchanting western landscape and the charm of Santa Fe.

Colorful reminders of nearly four centuries of Spanish, Native American and Southwestern cultures endure at Bishop's Lodge. The award-winning SháNah Spa & Wellness Center honors its spiritual predecessors with Native American influenced treatments and techniques and Las Fuentes Restaurant & Bar serves creative American cuisine with indigenous influences.

Ranked by **Travel & Leisure magazine** as one of America's premier retreats, the Bishop's Lodge Ranch Resort & Spa offers resort-style family vacations, weddings, and conference facilities.

Bishop's Lodge Ranch Resort & Spa is managed by Prism Hotels & Resorts whose clients also include Marriott, Hilton, Radisson, Doubletree, and Holiday Inn. To make a resort or spa reservation, call 800-732-2240 or visit bishopslodge.com.

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