



## Media Release

**FOR IMMEDIATE RELEASE – April 21, 2016**

**PARTNERSHIP ANNOUNCED**  
Muskoka, Ontario

### **SOAR Management partners with JW Marriott The Rosseau Muskoka to provide resort waterfront and team building services**

(Collingwood, ON) SOAR Management, long time providers of Team Building, Event Management, and Recreation Services, is pleased to announce that it has partnered with JW Marriott The Rosseau Muskoka Resort & Spa to provide resort guests with waterfront and team building services.

Effective May 1<sup>st</sup>, 2016 SOAR Management, well-known in Ontario as a leading provider of authentic outdoor experiences and team-building, will bring their unique programming to the shores of The Rosseau.

Located on beautiful Lake Rosseau in Ontario's exquisite vacation destination, Muskoka Lakes, the luxury resort and conference centre is perched atop a 100-foot granite bluff just two and a half hours north of Toronto.

Families, vacationers and corporate groups return year after year to enjoy the resort's splendid scenery, countless amenities, and intuitive guest service.

Team Building and Group programming will offer dynamic and engaging experiences to reinforce both organizational values and fun. Waterfront services will include water and shore based activities such as waterskiing, boat and jet ski rentals, lake tours, beachfront activities, and non-motorized activities including pedal boats, kayaks, Stand Up Paddleboards "SUPs", and a floating water park.

SOAR Management President and CEO, Jeff Hill, said of the endeavor,

*"Muskoka has been a special place for me ever since I was a child, and JW Marriott The Rosseau Muskoka Resort has become a favorite destination for me and my family. We are thrilled to partner with the team at JW Marriott to bring our unique brand of programming and recreation services to this stunning locale."*



JW Marriott The Rosseau Muskoka Resort and Spa General Manager, Tony Tamburro echoed Hill's sentiments, adding,

*"We are excited to add SOAR's wide portfolio of waterfront and team building services to our resort offerings for guests, conference attendees and corporate groups alike. SOAR's industry reputation for offering creative team building concepts, unique corporate activities and a wide range of recreation activities will continue to elevate the quality and variety of services for our guests."*

SOAR Team Building services will operate year round at the resort while the Waterfront Management operations will run seasonally from May 1<sup>st</sup> to October 31<sup>st</sup>. SOAR Management will continue to provide event management and team building services to its many valued clients across the province.

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### **ABOUT SOAR MANAGEMENT**

Since 1995 SOAR Management has been helping organizations engage people, empower leaders and accelerate team building and development. SOAR helps organizations push the boundaries of their success to achieve peak performance, innovate and lead in their respective sectors. Expanding into Event Management and Recreation Services was a natural fit for the organization; as educators in business services and customer relations it is our business to understand what is required to deliver the best guest experience. SOAR successfully expanded to include opportunities to enjoy and grow to not only corporate clients but also families, first time visitors and special groups. Through the years, SOAR Management has built successful teams, managed complex relationships and infrastructure and created authentic and memorable experiences for all of his clientele from small, budding fishermen and women sitting on a dock, to CEOs with multi-million dollar needs. Visit us online at [www.soarmanagement.com](http://www.soarmanagement.com) or on Twitter and Instagram @soarmanagement, and Facebook at [www.facebook.com/SoarManagement](http://www.facebook.com/SoarManagement).

### **ABOUT JW MARRIOTT THE ROSSEAU MUSKOKA RESORT & SPA**

JW Marriott The Rosseau Muskoka is a luxury conference resort two and a half hours north of Toronto, in Ontario's scenic "cottage country". Recipient of Condé Nast Traveler Readers Choice Award and Gold List, two Canadian Spa and Wellness Awards for Spa Rosseau, two Wine Spectator Awards of Excellence for Teca and the Muskoka Chophouse, and a Tripadvisor Award of Excellence, the resort is set atop a bluff overlooking pristine Lake Rosseau. Visitors enjoy inspirational views, intuitive service and the opportunity to explore nature on their terms. Visit us online, [www.jwrosseau.ca](http://www.jwrosseau.ca), on Twitter and Instagram @JWMuskoka and [www.facebook.com/TheRosseau](http://www.facebook.com/TheRosseau).

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## **ABOUT JW MARRIOTT**

### **About JW Marriott Hotels & Resorts**

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that their guests have the time to focus on what is most important to them. Currently, there are 64 JW Marriott hotels in 26 countries; by 2016 the portfolio is expected to encompass more than 92 properties over 36 countries. Visit us online, [jwmarriott.com](http://jwmarriott.com), [@jwmarriott](https://www.facebook.com/JWMarriott) and [facebook.com/JWMarriott](https://www.facebook.com/JWMarriott)

Marriott International, Inc. (NASDAQ: MAR) is a leading lodging company based in Bethesda, Maryland, USA, with more than 3,800 properties in 72 countries and territories and reported revenues of nearly \$12 billion in fiscal year 2014.

[For further information](#)

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