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THE RITZ-CARLTON, FORT LAUDERDALE AND DISCOVERY CHANNEL'S SHARK WEEK TEAM UP TO RAISE AWARENESS FOR SHARK CONSERVATION EFFORTS

Fort Lauderdale Hotel Hosts Exclusive Shark Week Viewing Parties And Offerings To Benefit The University of Miami's Shark Research & Conservation Program



FORT LAUDERDALE, FL (July 9, 2019) – The Ritz-Carlton, Fort Lauderdale and Discovery Channel's Shark Week are joining forces for Shark Week 2019. From July 27 through August 4, The Ritz-Carlton, Fort Lauderdale will debut new Shark Week episodes accompanied by a special Shark Week menu and cocktails in an effort to raise awareness for shark conservation efforts with proceeds going to the Shark Research & Conservation Program at the University of Miami, which conducts cutting-edge shark research.

"Being located in South Florida, shark conservation has always been an important cause," said General Manager Greg Cook. "We're honored to be the hotel partner for Discovery Channel's Shark Week this year to conjointly raise awareness for these incredible creatures."

Guests and locals alike can dive into the week of screenings, quite literally, with a complimentary “dive-in” viewing party on the property’s seventh floor pool deck on Saturday, July 27. Seemingly suspended over the Atlantic, attendees will receive a sneak peek of what is to come during this year’s Shark Week the night before the highly anticipated week officially launches. While soaking in the pool on Instagrammable shark pool floats or chomping on Shark Week-inspired fare on the pool deck-turned-underwater sanctuary complete with Laudy, the property’s new hammerhead shark replica, guests will have exclusive access to a pre-premiere Shark Week episode the rest of the world will have to wait to see until the following evening.

Throughout the remainder of the week, a new episode will be screened complimentary sans commercials each evening in the property’s waterfront restaurant, Burlock Coast Seafare & Spirits, accompanied by more delicious “shark bites.” All are invited to pull up a chair as Discovery Channel’s Shark Week guides viewers down into the deep blue sea.

In addition to the Shark Week menu, which will be available throughout the entire month of August, the property will introduce a special Shark Week spa treatment menu available from July 27 through the end of August, which will feature a Hot Sand Pedicure as one of the select treatments. Proceeds from both Shark Week menus will go toward the University of Miami’s Shark Research & Conservation Program founded by Shark Week expert, Dr. Neil Hammerschlag.

Through the viewing events and shark-themed offerings, The Ritz-Carlton, Fort Lauderdale, Discovery Channel’s Shark Week and the University of Miami aspire to create a fun, immersive environment to entice guests and locals in the South Florida area to learn about shark conservation and the importance of sharks in the ocean’s ecosystem.

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About [The Ritz-Carlton, Fort Lauderdale](#)

The Ritz-Carlton, Fort Lauderdale is the premiere destination for sophisticated luxury in Fort Lauderdale. The 24-story dramatically tiered and glass-walled structure has sweeping curves that are reminiscent of a luxury liner. In 2015, the property underwent renovations, which included an all-new restaurant and bar, transformation of the lobby, new retail outlets, and a spa makeover. The property features 192 guest rooms and suites, a 2,200 square foot Club Lounge, 24,000 square feet of light-filled meeting space, a 29,000 square foot oceanfront sundeck with an infinity pool and private cabanas, a new destination Spa

with an organic and botanical treatment menu, and a water-view fitness center. The new daily marketplace café and Island Company retail store provides guests with casual offerings to be enjoyed at leisure, adding to the relaxed, chic ambiance of the resort and destination. Burlock Coast, the new oceanfront restaurant to the resort seeks to welcome hotel guests, visitors of Fort Lauderdale and locals to a modern, chic and relaxed dining destination with an indoor/outdoor bar, fresh seafood and unique beverage experiences. The Ritz-Carlton, Fort Lauderdale is located at One North Fort Lauderdale Beach Boulevard, Fort Lauderdale, Florida 33304.

About [The Shark Research & Conservation Program](#) at The University of Miami

Directed by Dr. Neil Hammerschlag, the Shark Research & Conservation Program (SRC) at the University of Miami conducts cutting-edge shark research while also inspiring scientific literacy and environmental ethic in youth through unique hands-on field research experiences. SRC science is centered broadly on the behavioral ecology, conservation biology and movement ecology of sharks. SRC work has been featured in National Geographic and on the Discovery Channel's Shark Week.

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