



REGAL SUN  
RESORT

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**REGAL SUN RESORT HIRES NATIONAL SALES MANAGER**

*Kay Boswell will handle SMERFE Markets*

**ORLANDO, Fla. – September 30, 2008** – The newly renovated Regal Sun Resort ([www.RegalSunResort.com](http://www.RegalSunResort.com)), located just steps from the shops, restaurants and entertainment venues at Downtown Disney, recently added Kay Boswell, CMP, CHSE, as its new national sales manager. In her new role, Boswell is responsible for booking SMERFE markets, including social, military, religious, fraternal, educational, ethnic, entertainment and non-profit organizations.

“The Regal Sun Resort is lucky to have Kay join our team and we’re excited to see the results her enthusiasm and experience will generate,” said Jay Leonard, general manager of the Regal Sun.

Boswell brings many years of sales experience with her to the Regal Sun Resort. She spent the last two decades building her resume in hospitality sales across the Orlando area. From the Delta Orlando Resort to the Rosen Centre Hotel and the Doubletree Hotel at the Entrance to Universal Orlando where Boswell demonstrated success by creating action plans for her assigned markets and exceeding yearly goals.

Prior to coming to Orlando, Boswell began her hospitality sales career in Nashville, Tennessee, with positions at Holiday Inn Select and Residence Inn by Marriott. She received a two-year legal secretarial certification from Draughon’s Business College; attended the University of Tennessee and the University of Kentucky, where she majored in marketing and hospitality. Boswell is currently a Certified Meeting Professional and a Certified Hospitality Sales Executive.

Located within the Walt Disney World® Resort, the newly renovated Regal Sun puts an emphasis on fun by boasting a water park-type environment along the shores of Lake Buena Vista, complete with a huge clover-leaf shaped “beach entry” pool, spraying water cannons and a tropical mountain with waterfalls. In addition, guests can enjoy a character breakfast with the Disney gang, the CSI-style MurderWatch Mystery Theatre, a Nintendo Wii console in the lobby and much more.

To learn more about the Regal Sun, call (800) 624-4109 or visit [www.RegalSunResort.com](http://www.RegalSunResort.com).

## **About the Regal Sun**

Located within the Walt Disney World Resort, the newly renovated Regal Sun boasts a water park-type environment along the shores of Lake Buena Vista, complete with a huge clover-leaf shaped “beach entry” pool, spraying water cannons and a tropical mountain with waterfalls. In addition, guests can enjoy a character breakfast with the Disney gang, the CSI-style MurderWatch Mystery Theatre, a Nintendo Wii console in the lobby and much more. To learn more about the Regal Sun, a Downtown Disney Resort Area Hotel, visit [www.RegalSunResort.com](http://www.RegalSunResort.com) or call 407-828-4444.

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