



**FOR IMMEDIATE RELEASE**

Contact:

Scott Russell  
Russell and Russell Consulting, LLC  
scott@russellandrussellconsulting.com  
(202) 288-0505

**FALL IS BEST OF ALL AT SEASIDE**  
*Homeowner's Collection Announces Value-added Deals for Fall*

Seaside, Fla. (August 25, 2014) — What is your favorite color? Whatever it may be, with value-added deals and a host of special events taking place all along Northwest Florida, a visit to Seaside, Florida will tickle you pink this fall.

When temperatures cool, traffic eases and crowds on the beach thin, autumn has arrived on the Emerald Coast. Homeowner's Collection, a rental management company located in Northwest Florida formed by Seaside homeowners, is celebrating the "colors" of fall 2014 with fabulous deals.

Whether you are looking to reconnect with gal pals, a getaway with the guys, or a trip for the entire family, fall is the best time of year to enjoy the crystal clear Emerald water and sugar white-sand beaches of South Walton.

Gather the girls for a girlfriend getaway to Seaside and get a front row seat to see first-hand the fashions, trends and colors to hit the catwalk as established and emerging designers reveal their latest collections at **South Walton Fashion Week (Oct. 6–12)**.

Hey fellas, bring your best buds to Seaside and let the games begin. Guests of Homeowner's Collection receive preferred pricing at the **Santa Rosa Golf & Beach Club** on 30A and a 15 percent off coupon for the **Vue on 30A** restaurant.

Gather your guy gang to cheer on your favorite SEC Team "colors" while enjoying cocktails and watching the games on the TV screens at Bud and Alley's Waterfront Restaurant and Roof Top Bar. While you are here, roll out the barrel at the annual **Baytowne Wharf Beer Festival (Oct. 17–18)** and catch up with friends while sampling 200 imported and domestic craft beers and ales.

If you are a foodie, the **30A Throw Down (Oct. 17–19)** is a must do for you. This three-day gastronome celebration is a competition that honors local restaurant chefs for their culinary excellence.

Enjoy chef cook offs, collaborative multi-course dinners, after-dinner parties and a gourmet Sunday brunch.

Love supporting local arts and culture? Don't miss the debut of a new romp of a play called "A Beach Home Companion" staged by **Seaside REP Theatre (Oct. 2–24)**.

Seaside's **Halloween Derby (Oct. 25)** has gone to the dogs ... in a good way. Come cheer on Seaside's own dachshund, Bud, headlining the races. Or enter your own "weiner dog" into the race, costume contest or both. Proceeds from this event benefit The Emerald Coast Shelter House pet project.

Celebrate the changing of the season at **Seaside's 24<sup>th</sup> annual Seeing Red Wine Festival (Nov. 6–9)**. Make a weekend out of sipping, swirling and sampling hundreds of domestic and international wines throughout lovely Seaside. The four days begin with a Vintner Dinner at Bud & Alley's on Thursday at 7 p.m., followed by the Al Fresco Reserve Tasting on Friday from 6 to 8 p.m. Saturday brings the Grand Tasting from 1 to 4 p.m. Great Southern Café hosts a Champagne tasting on Sunday at 11 a.m. followed by the Walkabout & Auction Sunday from 2 to 5 p.m.

Homeowner's Collection has an exclusive **Seeing Red Wine Festival Package** offer that is a tremendous value. In addition to enjoying the lowest rates of the season, the longer you stay, the more value you earn in the form of free Seeing Red Grand Tasting tickets. Stay two nights or more in a one-bedroom cottage and receive one complimentary ticket (a \$145 value) to the Grand Tasting. Stay two nights or more in a two-bedroom or larger cottage and receive two complimentary tickets (\$290 value) to the Grand Tasting. Seeing Red will sell out. Book your Seaside stay early so you don't miss out on this must-do 30A event.

Whether traveling with girlfriends, guy friends, as a couple or with the entire family, Homeowner's Collection has packaged the following value-added special offers to make your fall visit to Seaside even better:

**Buy Two Get Three:** Reserve two or more nights in select one-bedroom Homeowner's Collection Seaside cottages with rates from \$192 per night and receive the third night free and a Bud & Alley's Waterfront Restaurant Gift Card valued at \$25 to use as you choose during your stay.

**Buy Three Get Four:** Book three or more nights in select two-bedroom Homeowner's Collection Seaside cottages (or larger) with rates from \$304 per night and receive the fourth night free and a Bud & Alley's Waterfront Restaurant Gift Card valued at \$50 to use as you choose during your stay.

Homeowner's Collection special fall offers are valid for new reservations only through Oct. 31, 2014. The special cannot be used in conjunction with other offers, is based on availability and some restrictions may apply. Guests of Homeowner's Collection may reserve the cottage of their choosing (based on availability). Cottages are available by the daily (minimum requirement of a two-night stay may apply), weekly and for month-long extended stays.

To make reservations for the Fall special offers, call (855) 411-1557. To check availability, visit [www.HomeownersCollection.com](http://www.HomeownersCollection.com). For more information about Homeowner's Collection, visit [www.HomeownersCollection.com](http://www.HomeownersCollection.com). Find us on Facebook and Pinterest at Homeowner's Collection.

#

### **ABOUT HOMEOWNER'S COLLECTION**

Homeowner's Collection is a newly formed rental management initiative comprised of Seaside homeowners dedicated to providing the highest level of hospitality services for guests of its 34 charming cottages located in the idyllic beach town of Seaside, Florida. As the only premier vacation rental/property management company within Seaside, Homeowner's Collection is proud to continue to uphold its core values in maintaining and improving the Seaside lifestyle and brand for owners and visitors today and in the future.

##

### **ABOUT SEASIDE**

The Town of Seaside is a gulf front community located in South Walton on Scenic Highway 30A between Destin and Panama City Beach. Founded in 1981 by Robert and Daryl Davis, Seaside is the much-heralded birthplace of The New Urbanism movement, which is based on rediscovered traditional town planning principles. Situated on 80 acres, Seaside is a pedestrian-scaled beach town with nearly 500 residences and 60 specialty boutique shops, along with several restaurants, a repertory theater, amphitheater, park, swim and tennis club, and interfaith chapel — all accessible within a short stroll or bicycle ride.

###