



**THE PALM BEACHES CELEBRATE 100TH ANNIVERSARY OF HENRY FLAGLER'S OVER-SEA RAILROAD
WITH ACTIVITIES, EVENTS, SPECIAL OFFERS THROUGHOUT 2012**

THE PALM BEACHES, Fla. (December 7, 2011) – On January 22, 1912, after seven years of dedication and massive expense, Henry Flagler arrived in Key West upon the completion of his Over-Sea Railroad, a passenger railroad running from Jacksonville to Key West, opening the state, including Palm Beach, as a vacation destination for visitors up and down the east coast of the United States. As the centennial of this milestone accomplishment approaches, The Palm Beaches has scheduled a celebration of Flagler's impact on Florida's tourism industry with a series of special events, activities and offers throughout 2012.

"You can't overstate Henry Flagler's role in establishing The Palm Beaches and the state of Florida as one of the world's top tourist destinations," said Palm Beach County Convention & Visitors Bureau (CVB) President and CEO Jorge Pesquera. "The centennial is a great opportunity for the entire state to recognize a man who truly pioneered our travel industry, and, in doing so, opened Palm Beach up to a wealth of economic opportunities."

Before Flagler embarked on his dream of introducing south Florida to travel, he built a private residence named Whitehall as a wedding gift for his wife, Mary. Upon its completion in 1902, the *New York Herald* proclaimed the home "more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world." Today, the National Historic Landmark is home to the Flagler Museum and a collection of artifacts from his days in Palm Beach and other parts of the state.

In celebration of the railroad's centennial, the museum's special exhibit, "**First Train to Paradise**", features the largest collection of documents related to the Over-Sea Railroad (now through Jan. 8, 2012). The museum is also the permanent home to Flagler's private railcar, No. 91, complete with a master bedroom, bathroom, guest quarters and kitchen.

After the completion of his Royal Poinciana Hotel in 1894 and The Palm Beach Inn – now known as The Breakers, Palm Beach – Flagler brought travel and tourism to life along the shores of The Palm Beaches. **The Breakers, Palm Beach** is celebrating the centennial by offering luxurious accommodations, a delectable Flagler chocolate train welcome amenity, and admission for two to the Flagler Museum, located within walking distance of the resort, when booking a stay between Jan. 3 and Dec. 17, 2012.

Just steps from the Atlantic Ocean in the heart of Palm Beach, **The Brazilian Court Hotel & Beach Club's Henry Flagler Museum package** includes a two-night stay in a luxurious studio room with complimentary valet parking, as well as a Gilded Age-themed lunch for two at the Flagler Museum's Café des Beaux-Arts. The offer starts at \$678, and runs Nov. 25, 2011 through April 7, 2012.

Also in downtown Palm Beach, **The Chesterfield Hotel's Henry Flagler package** includes a two-night stay, admission to the Flagler Museum, a traditional English afternoon tea for two at the hotel, and a keepsake book on the history of Palm Beach and Flagler's influence. Rates begin at \$428.

Joining Palm Beach in marking the centennial, the city of St. Augustine and The Florida Keys are also celebrating the life and accomplishments of Henry Flagler throughout 2012 with various activities and events. For more information, visit ([link to release](#)).

With more than 47 miles of pristine Atlantic beaches; more than 200 hotels, resorts, and boutique properties; world-class dining, spas, golf courses and shopping; distinctive attractions and vibrant downtowns; and an assortment of cultural venues, festivals and edge-of-your-seat-sporting activities, it's no wonder The Palm Beaches is considered one of the best ways to experience Florida.

For more information on The Palm Beaches, visit PalmBeachFl.com or call (561) 233-3000/toll-free 800-554-7256.

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