

**FOR IMMEDIATE RELEASE**



**ST REGIS**

**Media Contact**

Meg Connolly

Meg Connolly Communications

212.505.8200

[meg@mcc-pr.com](mailto:meg@mcc-pr.com)

**ST. REGIS HOTELS & RESORTS  
ANNOUNCES CELEBRATED POLO PLAYER  
NACHO FIGUERAS AS FIRST  
ST. REGIS CONNOISSEUR**

*Continuing Its Commitment To Offering Exhilarating Polo Experiences Around  
The World, St. Regis Launches Dedicated Polo Website*

**New York, NY** – St. Regis Hotels & Resorts is proud to announce Nacho Figueras, the world’s most recognized polo player, as the first-ever St. Regis Connoisseur, offering St. Regis guests access to some of the greatest polo matches and experiences globally. Continuing to celebrate its commitment to the international sport of polo – the “Sport of Kings” – St. Regis will collaborate with Figueras to enhance the brand’s presence in the polo arena as well as to develop an exclusive Polo website, curated by Nacho himself.

St. Regis has long been associated with the world of polo, beginning at the turn of the last century, when polo matches on Governors Island in Manhattan were highlights of the New York social scene and where St. Regis’ founding family, the Astors, were a prominent fixture. Through its partnership with Nacho Figueras and its dedicated online polo portal, St. Regis continues to offer guests remarkable opportunities to experience the exhilarating sport at the brand’s spectacular destinations around the world.

“Nacho Figueras is without a doubt the international face of polo today, and we are thrilled to have him as our first St. Regis Connoisseur,” stated Paul James, Global Brand Leader for St. Regis Hotels & Resorts and The Luxury Collection Hotels & Resorts. “From Buenos Aires to Beijing, Nacho is recognized as one of the world’s pre-imminent polo players, and he brings an incredible amount of awareness to St. Regis’ commitment to the sport and lifestyle.”

"It is an honor for me to be the first St Regis connoisseur as we share the same passion and commitment to the traditions and heritage of the sport of polo. I am excited to work with St. Regis to bring awareness and appreciation to such an iconic international sport."

In his role as the St. Regis Polo Connoisseur Nacho Figueras will work as a brand ambassador, helping to shape future guest experiences and cultivate the next generation of St. Regis guests. Additionally Figueras will work with St. Regis to develop an exclusive polo website, a dedicated location for all elements of the illustrious sport and the lifestyle of those who follow it. The site will feature a global calendar of polo

events, information on the fundamentals of the sport, advice on etiquette and what to wear, exciting polo related offers available at St. Regis hotels, and Nacho Figueras, first-ever St. Regis Connoisseur, will share insider tips on his personal polo techniques and insights about his travel. Launching in May of 2010, St. Regis' new polo portal will be closely linked to the St. Regis Aficionado program, designed to provide guests access to once-in-a-lifetime experiences and extraordinary events at the best addresses in the world.

For more information on the St. Regis brand's exclusive polo offerings please visit [www.stregis.com/polo](http://www.stregis.com/polo).

### **About St. Regis Hotels & Resorts**

Combining classic sophistication and modern luxury, the St. Regis brand remains faithful to its commitment to excellence. Founded by John Jacob Astor IV, with the opening of the first St. Regis Hotel in New York City over a century ago, The St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance, in the best destinations worldwide. Plans for this brand to globally continue its legacy include long-awaited St. Regis properties in Bahia Beach, Puerto Rico, and Bal Harbour in the US. In Latin America, St. Regis will unveil new hotels and resorts in Buenos Aires and the Mayan Riviera. In Asia, St. Regis has also announced plans to open properties in Bangkok, Chengdu, Kuala Lumpur, Lhasa, Osaka, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on St. Regis Hotels & Resorts please visit the new [www.stregis.com](http://www.stregis.com).