



DOUBLE DIAMOND COMPANIES

**FOR IMMEDIATE RELEASE**

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**DOUBLE DIAMOND RESORTS WILL DONATE 50% OF  
ROOM/PACKAGE REVENUE TO THE RECENT FIRE VICTIMS  
OF NORTH DALLAS**

*50% of all room/package revenue will be donated to the American Red Cross – Dallas Area  
Chapter Relief Effort*

**DALLAS (March 14, 2007)** – Double Diamond Companies, a privately held company recognized for its first-class resort properties is graciously offering to donate 50% of all room and package revenue to the recovery effort of the recent 7-alarm fire in North Dallas at the Harvey's Racquet Club Apartments. In an effort to help the community in a time of need, Double Diamond Resorts is offering their support by setting up a program to provide support to the relief and recovery efforts the American Red Cross – Dallas Area Chapter is providing.

**WHO:** All guests staying on a package or in the hotels at White Bluff Resort on Lake Whitney or The Cliffs Resort on Possum Kingdom Lake between now and March 31, 2007 who mention the relief effort project to the reservationists or the Front Desk Staff at the time of booking.

**WHAT:** 50% of the room or package revenue of the participating guests will be donated to the American Red Cross – Dallas Area Chapter Relief Effort for the Harvey's Racquet Club Apartment Fire Victims.

**WHEN:** Present until March, 31 2007.

**WHERE:** White Bluff Resort on Lake Whitney  
1-888-335-8881 for reservations or more information

The Cliffs Resort on Possum Kingdom Lake  
1-888-335-8882 – for reservations or more information

[www.ddresorts.com](http://www.ddresorts.com)

### **About Double Diamond Companies**

Double Diamond Companies, which was founded in 1972, is headquartered in Dallas, Texas. A privately held company, it is comprised of a team of individuals specializing in managing, marketing, construction, and acquisition of upscale properties.

The company is recognized throughout the resort industry for their first-class resorts, challenging golf courses, numerous amenities, beautiful landscaping and visitor service orientation. They are also known for providing properties that offer an upscale and enjoyable environment for both families and conferences. Double Diamond was ranked within the top 200 fastest growing privately held companies in the Dallas/Fort Worth metroplex two years in a row by Southern Methodist University's Edwin L. Cox School of Business.

Their current portfolio consists of over 14,000 acres of land in 13 locations, including: White Bluff Resort on Lake Whitney, home of the Texas State Open from 2003 –2005 and rated 4 Stars by Golf Digest; The Cliffs Resort on Possum Kingdom Lake, rated 4 ½ Stars by Golf Digest; The Retreat in Cleburne, Texas; Eagle Rock Resort in the Blue Ridge Mountains of Pennsylvania; and the upcoming, Rock Creek Resort located on Lake Texoma. For more information, visit their website at [www.ddresorts.com](http://www.ddresorts.com).

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