



**FOR IMMEDIATE RELEASE**

**Contact:** Dennis Boyle, [dennis.boyle@raspr.com](mailto:dennis.boyle@raspr.com) or (856) 905-7852

## **FIVE REASONS TO HOST YOUR COMPANY RETREAT, BUSINESS SEMINAR OR GROUP CONFERENCE IN THE BERKSHIRES**

*The Berkshires of Western Massachusetts Has Everything Your Company Needs for a Productive, Collaborative and Reenergizing Weekend Getaway*

**Lanesboro, Ma.** (April 28, 2016) - Corporate retreats are a great way to reconnect with your coworkers or employees, and should be designed to create a relaxed and positive atmosphere. Too often, they are poorly planned and become just a glorified corporate meeting. Gathering in your office's conference room, surrounded by fellow unengaged coworkers while picking through sub-par food trays and listening to a never ending succession of presentations misses the entire point of a company retreat.

Whether you are planning a company retreat, business seminar or group conference, what you need above all is a venue away from the office that provides a fun, fresh atmosphere conducive for collaboration and relation-building.

What makes The Berkshires of Western Massachusetts and The Lake House Guest Cottages the perfect place for your next corporate retreat? Here's why:

**1) It is far enough from the office to count as a "retreat," but not so far as to become a "trek"**

The Berkshires are located in Western Massachusetts, a short three hour drive from Boston or New York City. The area, famed for its picturesque natural beauty, remains in many ways the same since the first towns appeared in the area more than 200 years ago; a perfectly preserved image of rural New England. While nature still rules in the Berkshires, the region is far from being isolated. Should you need any last minute items for your meetings or group activities, you'll still only be minutes away from a number of large grocery stores and upscale discount retailers.

**2) It's a great place to team build outdoors**

Want to spend a challenging day outdoors with your coworkers? **Ramblewild**, the Northeast's premier aerial tree-to-tree adventure park is only minutes away. Work together to tackle aerial obstacle courses, suspension bridges, zip lines, high wires and cargo nets. There are also numerous opportunities to take the team white water rafting, hiking or ballooning, or if you want something a bit more traditional, the region features acres of golf courses.

### **3) It is a beautiful place to be pampered**

For groups who are looking to treat themselves to a weekend of wellness and relaxation after the day's work is done, the Berkshires offer some of the state's most unique spas. Canyon Ranch Lenox, Cranwell Spa and The Potting Shed Spa at Blantyre offer a full menu of massage therapy, and skin and body treatments, to help your group collectively rejuvenate and refocus.

### **4) The food is fresh and fantastic**

At its heart, the Berkshires remains a farming community, and that is nowhere more evident than on the menus of the region's amazing restaurants. Places like Bistro Zinc, Cafe Lucia, Chez Nous, Rouge, and Wheatleigh Dining Room transform the local harvest into works of culinary art. Or, if your group decides to book a private venue with a full-sized industrial kitchen like The Lake House Guest Cottages, why not hire a personal chef and take advantage of the Berkshires speciality markets, like Guido's Fresh Marketplace, Red Apple Butchers, Spirited Wines and Berkshire Mountain Bakery?

### **5) And there's The Lake House of the Berkshires**

The Lake House Guest Cottages of the Berkshires is a collection of four upscale, private homes built in 2015, which offer some of the most luxurious and modern amenities found in the region. Each home features a contemporary open floor plan, fully equipped kitchens with granite countertops, gas fireplaces, warm wooden interiors, plush king-sized beds and astounding views of Pontoosuc Lake, framed by the picturesque Berkshire Mountains.

The four Guest Cottages provide more than 10,000 square feet of pristinely appointed living space, and can host up to 150 and accommodate 30 overnight guests. The Lodge, the largest of the four houses, has a massive great room, perfect for hosting business seminars, corporate retreats or group conferences. The property features a spacious stone patio and green space, as well as plenty of seating for groups preferring to commune outdoors. The Lake House also offers a dedicated host to help plan and make preparations, including arranging the space to suit any size group, or hire a private chef or caterer.

For more information on The Lake House Guest Cottages or to book your business seminar, corporate retreat or group conference, visit [www.berkshirelakehouse.com](http://www.berkshirelakehouse.com).

**NOTE TO EDITORS:** For photos of The Lake House Guest Cottages of the Berkshires, visit: <http://tinyurl.com/j9x6j6z>

### **ABOUT THE LAKE HOUSE GUEST COTTAGES**

The Lake House Guest Cottages are a collection of four luxury rental cottages located in the Berkshires of Western Massachusetts. Built in 2015, each house embodies modern New England charm, and features fully equipped kitchens with granite countertops, gas fireplaces, warm wooden interiors and astounding views of Pontoosuc Lake. The entire property is also available for weddings, corporate retreats/seminars and family reunions. For more information, visit [www.berkshirelakehouse.com](http://www.berkshirelakehouse.com).

###