**Family Retreat in Tuscany: Four Seasons Hotel Firenze Launches Pio Seasons Club**

**July 4, 2018**,  *Florence, Italy*

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[Four Seasons Hotel Firenze](https://www.fourseasons.com/florence/) has always been an ideal urban resort for [family vacations](https://www.fourseasons.com/florence/services-and-amenities/family/), offering an expansive garden, outdoor pool, many dining options and an array of kids amenities, including culinary classes, colouring books, children’s menus and more.

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Enhancing the family programming even further, in June 2018 Four Seasons Hotel Firenze launched its new **Pio Seasons Club**, a daily summer kids club available until the end of September 2018 from 10:00 am to 7:00 pm. At the club, kids will enjoy the property through diverse activities together with a professional team, while their parents relax, explore or shop. The proposed activities vary daily, and range from a funny and engaging kids’ yoga and fitness class to a personalised t-shirt and bags workshop, cookie decorating, painting classes and much more. Young guests will be accompanied during their activities by a cute sparrow mascot named “Pio Season.” The Pio Club is available to kids of the ages three to ten on a complimentary basis for all Hotel guests.

After playing all day, kids will also have the option to relax in the Hotel’s [Spa](https://www.fourseasons.com/florence/spa/), which features beauty packages specially designed for them. There are also mother-children spa experiences, such as chocolate and fruit-based treatments, and mini-manicures and pedicures.

The Hotel offers many dining options, including the Michelin-starred restaurant [Il Palagio](https://www.fourseasons.com/florence/dining/restaurants/il_palagio/); the [Atrium Bar and Lounge](https://www.fourseasons.com/florence/dining/lounges/atrium_bar/), featuring a list of cheerful and colourful mocktails; and the traditional restaurant [Al Fresco](https://www.fourseasons.com/florence/dining/restaurants/al_fresco/), for an outdoor and more informal dinner of pizza and bistecca. All of these venues offer a teens and kids menu.

For families who prefer to spend a day outside of the Hotel, the property can also arrange kid-friendly tours and activities, such as the [Table to Farm package](https://press.fourseasons.com/florence/hotel-news/2018/table-to-farm-experience/), which includes a morning spent at the organic San Michele a Torri, where kids learn how a real farm works and can partake in standard daily operationss.

The Hotel also providess a dedicated [Family Package](https://www.fourseasons.com/florence/offers/family-package/) with 25 percent off a second room for children when booking the first room at standard rates, and round-trip transfers between Firenze Airport or Santa Maria Novella Railway Station and the Hotel.

Info and reservations: +39 055 26261 – [flo.reservations@fourseasons.com](mailto:flo.reservations@fourseasons.com)

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# **PRESS CONTACTS**

|  |  |
| --- | --- |
| Alternative text | **Caroline Mennetrier**  **Director of PR and Marketing Communication**  Borgo Pinti, 99  Firenze  Italy  caroline.mennetrier@fourseasons.com  **+39 02 7708 1795** |
| Alternative text | **Martina Nesti**  **Public Relations and Marketing Communications Coordinator**  Borgo Pinti, 99  Firenze  Italy  martina.nesti@fourseasons.com  **+39 055 2626222** |