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FOR IMMEDIATE RELEASE

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**THE SCARBOROUGH FAIR BED & BREAKFAST
JOINS
PRESTIGIOUS INNKEEPING ASSOCIATION**

The *Scarborough Fair Bed & Breakfast*, located in Baltimore, MD, was recently honored by admittance into Select Registry, Distinguished Inns of North America, the premier innkeeping association in the United States and Canada. Out of the thousands of inns in North America, only an elite few will be invited to join Select Registry this year. The *Scarborough Fair Bed & Breakfast* joins more than 400 other exceptional properties that are already members of the Association.

Founded in 1972 as the Independent Innkeepers' Association by Norman Simpson, "the Father of Country Inn travel in America," Select Registry is an offshoot of Simpson's popular and pioneering book, *Country Inns and Back Roads*. The name and logo of the organization were changed several years ago to reflect the group's approach to marketing its selective and distinguished member properties. Originally established in the Berkshire area of New England, the nonprofit organization is now headquartered in historic Marshall, Michigan. Member inns must meet the rigorous standards of a Quality Assurance program, and represent the most prestigious establishments of their type.

A marketing association, Select Registry partners with other brands and organizations—such as BMW, Karen Brown's Guides, DiRoNA, UK Tour Operator Select Vacations, PhoCusWright, Ontario's Finest Inns and the American Heart Association to name a few—to promote its members to target audiences. Its celebrated guidebook—now in its 20th Edition—is distributed each year to nearly 400,000 guests throughout North America. The organization also maintains a critically-acclaimed website, supervises gift certificate and loyalty programs, and organizes promotions for its members, including last year's inaugural "Inn-credible Breakfast Cook-off," a breakfast recipe culinary competition that produced nearly 30 million media impressions.

The *Scarborough Fair Bed & Breakfast* exemplifies the high quality and service championed by this Association," says Select Registry Executive Director Keith Kehlbeck. "Select Registry assures the traveler that each of its inns is regularly inspected—anonously and with an overnight inspection that measures the quality of hospitality, as well as the physical plant. Our members share a high standard of excellence, and each of our country inns, luxury B&Bs, and unique small hotels has its own distinctive character."

The owners of the *Scarborough Fair Bed & Breakfast* are Barry Werner and Jeff Finlay.

"I was able to get my partner Jeff to follow me on the road to living my bliss after we both got burned out on our former careers," Werner said. "My grandmother is a big part of why we became innkeepers. She was a waitress for most of her 75 years and finally retired completely about a year ago. When I was a child, she and I would play bed & breakfast with her making the pancakes and I drawing what the rooms looked like with my crayons. Now, instead of just pretending to check her

into a guest room, I actually do. She visits us about every other month or so and still provides me with inspiration for living my dreams.”

Consistently reviewed as the #1 Bed & Breakfast in all of Baltimore on Tripadvisor.com, they offer city convenience with the warmth and allure of a small neighborhood.

Located in the heart of the historic district of the celebrated Federal Hill area is Scarborough Fair, a Baltimore bed and breakfast ideally situated for visits of both business and pleasure. Built in 1801, in the Federal Style, Scarborough Fair is one of the earliest structures in the area. Despite our close proximity to downtown and many tourist attractions, our community is a quiet and relaxing retreat. Just a block away you can still see the original cobblestone paving that was common place in the 1800’s. Beyond, rising above the Harbor, lies Federal Hill Park, providing a panoramic view of the city skyline, perfect for romantic picnics and walks, early morning jogs, or memorable photographs. Further down the street you find the historic Cross Street Market, fashionable boutiques, and family owned pubs, restaurants and bistros to fulfill nearly every one of your food cravings.

“We offer packages and experiences that surpass the common visit to Baltimore, including trapeze lessons, picnics in the park, indulgent spa treatments or we can make a customized package to fit any of your varied interests or need to indulge.” Werner says.

Choose your stay among any six of their very well appointed guest rooms. Cozy up by the fire or renew in one of their whirlpool tubs. Enjoy their new bamboo/cotton blend bath sheets, the next best thing to towelng off with cashmere. Savor the Verde Collection of fine facial soaps, exfoliating body bars, hair protector and purifier and body butter infused with the Mediterranean climate’s rich, abundant botanical extracts of olive leaf, basil, grape seed, lemon and fig blends.

“And just when you think the experience is over you discover perhaps the best part, a full gourmet breakfast freshly prepared at the time of your chosen seating,” Werner stated. “Will it be Blueberry Lemon Ricotta Pancakes or Rosemary Sweet Potato Waffles with Sautéed Apples & Cranberries? Or will it be Breakfast Bruschetta with layers of basil and spinach, fresh tomatoes, goat cheese and omelet-style eggs atop toasted rustic bread or a South of the Boarder Strata with salsa, cheddar cheese, onions, peppers and eggs with a side of jalapeño corn bread? With our rotation of sweet entrees one day and savory dishes the next, you will never think of breakfast the same way again.”

To find out more about the *Scarborough Fair Bed & Breakfast*, call 1-877-954-2747 or visit it on the web at www.scarboroughfairbandb.com. To search for other Select Registry inns, meet innkeepers, purchase gift certificates and much more, visit the Select Registry web site at www.selectregistry.com.

STANDING OUT IN A CROWDED INDUSTRY

According to recent surveys, country inns, small hotels and B&Bs are more popular than ever. One online bed and breakfast web site identifies over 27,000 such properties in the U.S. and Canada. Reports have surfaced—including a recent *New York Times* article—that the industry has developed problems with quality control, pricing, and misrepresentation. “The field is becoming saturated,” states Kehlbeck, “which makes being selected for this prestigious organization so important to our members. It sets the Inn apart in the public’s mind. Our standards are very high for member inns, making for outstanding travel experiences for the general public.”