



**Media Release**  
**29 August, 2018**

## **Ruby now shines brightly in the Surfers Paradise skyline**

With only a few months from opening the name **Ruby** is now permanently embedded into the Surfers Paradise skyline.

The **Ruby Collection** has now officially staked its claim on the Gold Coast with the raising of it's "Ruby" roof top sign, proudly sitting amongst the City's evening lights on the first tower in the 'billion-dollar game changer' development – The Ruby Collection.

"Since the 25<sup>th</sup> of November, 2015 when Mayor Tom Tate turned the first sod on the first stage of the development, we've been watching development every step of the way.

"Now with only a month from being handed the keys and finalising the last fitout items and with 68 days from welcoming our first guests, seeing our brand finally lit up across the Gold Coast skyline is a massive highlight for the entire team, who have been working tirelessly towards this moment" said CEO David Brook.

The fabulous Ruby red sign has been created by local company Creations Group and this gem now shines brightly in the skies and shines a light on the future development of the northern end of Surfers Paradise.

Named after developer William O'Dwyer of The Ralan Groups daughter Ruby, the Ruby Apartments are set to change the way people holiday on the Gold Coast.

Offering a new level of customer service, state of the art fitout and an exciting array of entertainment for all guests, the Ruby Apartments are setting a new level in Gold Coast apartment holidays.

To be one of the first to stay at Ruby Collection, take advantage of the special 50% offer which is now on sale.

## **50% off Pre-Opening Sale**

**To celebrate our opening this November save up to 50% off the daily rate plus receive a range of bonus extras.**

*Inclusions:*

- Start your day with a complimentary continental buffet breakfast in Stones Bar & Grill for all guests
- Unlimited access to the Waterpark
- One Kid Club session per child 3-12years per stay



- Complimentary Wifi throughout your stay
- Complimentary local calls from your in-room phone
- Complimentary daily housekeeping service Monday - Saturday; (Sundays available on request)
- Complimentary use of the cardio gym, sauna and steam room
- 24-hour check-in
- Access to a range of activities and entertainment
- Access to Ruby's 24/7 digital concierge

All pre-opening packages are on sale for a limited time and available for travel from 5 November 2018 to 31 March, 2020 and can be booked online at [www.therubycollection.com.au](http://www.therubycollection.com.au)

\*Conditions apply

- ENDS -

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### **The Ruby Apartments – Tower 1**

*The first of four towers in the 'billion-dollar game changer' Ruby Collection development – the Ruby Apartments - is set to reshape visitor perceptions of what a family holiday experience is meant to be.*

*Featuring 230 apartments and 13 ground floor villas, Ruby Apartments, will be launched to the public in November 2018, combining family appeal and 5-star facilities, with a sophisticated indulgence and cutting-edge features.*

*Crystallised by the motto, 'we don't do ordinary', the Ruby experience will stand apart from what visitors have come to expect from a Gold Coast stay with a new level in service and amenities that will knit together the northern Surfers Paradise precinct.*

*Spanning 30 floors the stylish one, two and three-bedroom apartments and sky suites will provide a bird's eye view of the Pacific Ocean or Gold Coast Hinterland and cater to the modern family with spacious living areas, full kitchen and laundry suitable for families of up to 8 to come together and enjoy all the comforts of home.*

*In short, The Ruby Collection is a game changer.*

*At Ruby, the traditional roles of customer service staff will be replaced with Ruby Ambassadors, whose roles will be multi-faceted, enabling them to better understand guests and offer a more personalised service.*

*From the moment guests arrive, Ruby Ambassadors will assist with guests' every need - from assisting at check-in, booking local tours and attractions, making a dinner reservation or just have a conversation over morning coffee.*

*Ruby Ambassadors will simply know their guests better and offer a more personalised service while creating a fun casual atmosphere.*

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### **MEDIA ENQUIRIES:**

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