

# David L. Callaway

Copywriter, bon vivant, scourge of the misused ellipsis.

Lake Austin Spa Resort  
Mother's Day Radio Spot  
Austin's Finest  
:60

**SFX under:** light, playful music, strings

**AUSTINITE:** Austinites always know where to find the best things in life. The best view? Mount Bonnell. The best Tex Mex? Head on down to South First St. The best football? Right over at DKR Memorial Stadium. The best music for a drive through the Hill Country? Willie.

So when you want to give your mom the gift of a relaxing day at the spa for Mother's Day, it should be a no-brainer.

Lake Austin Spa Resort is not only the best spa in town, but it was named a Top 10 spa by Travel and Leisure magazine in their World's Best Awards.

Lake Austin Spa Resort has over 100 unique spa treatments to soothe and relax your mother. Not to mention some of the best food around. And after all she's done for you, don't you think she's worth it?

Sending your mom anywhere else would be downright un-Austintinian.

**TAG:** Give Austin's finest spa experience to your mother this Mothers Day. Purchase gift certificates to Lake Austin Spa Resort online at lakeaustin.com, by phone at 372-7345, or in person at any RunTex May 10 to 14.