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FOR IMMEDIATE RELEASE

**ASPIRA™, THE MIDWEST'S NEWEST DESTINATION SPA, IS BORNE ON THE  
BANKS OF A SACRED WISCONSIN LAKE**

Spa-Goers Looking for America's Indigenous Experience Look to Aspira

ELKHART LAKE, Wis. (August 2006) -- A new destination spa has opened in the Midwest, and its location is remarkable. Aspira™, which means "infused with spirit," began welcoming guests earlier this year to its setting on the sandy shores of Elkhart Lake in Wisconsin. Once considered sacred by the Native Americans who lived on its banks, the lake was formed by retreating glaciers and its waters are crystal clear year-round. There is a sense of journey that spa-goers often seek, and Aspira inspires a journey tied to sacred waters and indigenous cultures from the heartland and around the world. Aspira may be found on the web at [www.aspiraspa.com](http://www.aspiraspa.com). Reservations are being accepted at 877-SPA-2070.

The design of this 20,000 square foot spa embodies the relationship between the five elements of wood, fire, earth, metal and water. This philosophy is perhaps most evident in the spa's breathtaking meditation sanctuary, where water gently flows over a wall of sculpted stone into a massive hand-tooled copper vessel. Effervescent whirlpools inside and out, fireplaces throughout, a Finnish sauna, and a sunlight-flooded spa studio for tai chi, yoga and pilates speak to the elements as well. There is even a learning center filled with resources on new philosophies for living.

The menu of services has a special focus on signature treatments, most notable being the Sacred Waters Massage, taking its name from the waters of Elkhart Lake. The healing warmth of water penetrates the deep tissues of the body, releasing muscle tension and leaving one feeling incredibly relaxed. Under the Art of Bathing series is the Balneotherapy Bath in Chromatub treatment, during which healing light surrounds you while the therapist performs underwater body exfoliation and deep tissue massage as well as lymphatic drainage.

With the opening of Aspira also comes the Midwest's introduction of the SpaSuite™, a place of retreat where couples, sisters or friends can experience spa services together. Each private SpaSuite is beautifully appointed with a master shower, whirlpool bath, natural stone fireplace, and accommodates up to three massage beds. Special treatments have

been grouped to create inspiring experiences, with names like “The Aspira Journey” and “Sacred Waters.” The first includes Reflexology, an Aromatic Relaxation Massage and Element Bath, while the later begins with an Envelopment of the Sea mask, followed by a Sacred Waters Massage and Therapeutic Balancing Bath.

Within Aspira’s environs is an airy salon where guests may enjoy a manicure or pedicure beside a crackling fire while gazing outdoors to the stunning natural beauty that surrounds the property. Completing the experience is The Spa Café, offering a menu of fresh juices, smoothies, fruits and light meals. For many guests, the final stop is the boutique, with its artfully presented spa lifestyle products, apparel and jewelry.

Aspira is located within The Osthoff Resort, 101 Osthoff Avenue in Elkhart Lake, Wisconsin. The Osthoff Resort is a AAA Four Diamond resort featuring all-suite accommodations, lakefront location, sumptuous American and continental cuisine, year-round recreation, and premier amenities. For more information on the resort, access the web site at [www.osthoff.com](http://www.osthoff.com) or call 800-876-3399.

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