



FOR: THE OSTHOFF RESORT
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FOR IMMEDIATE RELEASE
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**THE OSTHOFF RESORT'S ASPIRA SPA FEATURED AT
2006 INTERNATIONAL SPA ASSOCIATION MEDIA EVENT**

NEW YORK, NEW YORK – The Osthoff Resort's Aspira Spa is one of 25 top spas in the world chosen to participate in the 2006 International Spa Association Media Event, taking place in July in New York.

Journalists from global television networks, the world's largest newspapers and popular magazine titles will be introduced to the 25 top spas at the 2006 International SPA Association Media Event. The ISPA Media Event is the longest running and most respected event for journalists who cover the spa lifestyle, wellness, travel, leisure, beauty and business.

"The 12th annual ISPA Media Event will include a press conference with the release of the association's highly-anticipated new research," said ISPA President Lynne Walker McNees. "This year's study includes new details on spa-goers, non-spa-goers and spa-travelers that will set benchmarks for the future."

During a press conference, invited media will be given the research to answer the “how” and “why” questions of spa-going. The research will also include such key stats that journalists have come to respect including the number of spa-goers, their demographics as well as their favorite treatments. Information on industry trends has also emerged from this deep dive into the spa world.

Surrounded by the natural beauty of Wisconsin’s Elkhart Lake, The Aspira Spa provides a holistic, organic approach to the spa experience — offering personalized services that reflect the ancient healing wisdom of indigenous peoples from around the world.

Aspira is the first spa in the Midwest to offer guests the “spa suite” concept. Spa suites feature comfortable living areas that are appointed with amenities such as natural stone fireplaces, whirlpool baths, and master showers, providing a place of retreat to experience the spa together.

Aspira’s holistic approach to the spa experience embodies the teachings of feng shui and the relationship between the five elements of wood, fire, earth, metal and water. The 20,000 sq. ft. spa provides specialized spa treatments including the Crystal Chakra Balancing Massage and The Art of Bathing, as well as hydrotherapy, chromotherapy and balneotherapy. Guests may also enjoy a host of salon services including specialty facials, manicures and pedicures.

The Osthoff Resort is just an hour north of Milwaukee, less than two hours from Madison and about three hours from Chicago. For more information contact The Osthoff Resort, 101 Osthoff Avenue, Elkhart Lake, WI 53020-0151, 800-876-3399, www.osthoff.com. The Web site for Aspira is www.aspiraspa.com.

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