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FOR IMMEDIATE RELEASE

ASPIRA™ ADDS NEW SPA TREATMENT THAT ONLY IT COULD OFFER

Location on Sacred Lake, Age-Old Cedars Come Together to Create Healing Service

ELKHART LAKE, Wis. (August 2007) -- Aspira™, a new resort spa in one of Wisconsin's most idyllic settings, the village of Elkhart Lake, has announced a spa treatment that only it could legitimately offer. The Cedars Massage evokes a reverence for the healing wisdom of the Native American tribes that once inhabited the banks of the crystal clear Elkhart Lake. Those tribes considered the waters sacred, and the majestic age-old cedars that shadow the shoreline are at the heart of the treatment.

Fresh cedar sprigs, which would have been used by Native Americans to purify and protect, are placed beneath the face cradle, allowing the scent to be inhaled during the massage. The massage oil used in this relaxing treatment is also infused with fresh cedar. Finally, an aromatic blanket of cedar and other herbs native to the area is placed over the body to conclude the service, filling the air with a clean, purifying scent.

This new service is very much in keeping with another signature treatment on the Aspira spa menu -- the Sacred Waters Massage, taking its name from the waters of Elkhart Lake. In that service, water taken from the lake is heated in deerskin pouches and placed on the body's energy centers known as chakras during the massage. The healing warmth of water is also used to penetrate the deep tissues of the body, releasing muscle tension and inducing deep relaxation.

Aspira may be found on the web at www.aspiraspa.com, with reservations accepted by calling 877-SPA-2070. Aspira, which opened last year, is located within The Osthoff Resort, a AAA Four Diamond resort featuring all-suite accommodations, American and continental cuisine, year-round recreation, and premier amenities. For more information on the resort, access the web site at www.osthoff.com or call 800-876-3399.

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