

THE WESTIN
KIERLAND
RESORT & SPA
PHOENIX-SCOTTSDALE

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Dowling
(480) 624-1315
stephanie.dowling@westin.com

NEW FRESH START VICHY THERAPY AT AGAVE, THE ARIZONA SPA AT THE WESTIN KIERLAND RESORT & SPA HELPS GIVE WOMEN A FRESH START
Special room and treatment designed to offer a renewing experience for guests and give back to the Fresh Start Women's Foundation

Scottsdale, Ariz. (Oct. 8, 2010) – Everyone needs a Fresh Start at some point in their lives and Agave, The Arizona Spa at The Westin Kierland Resort & Spa has created a new spa therapy that will help people get just that. The Resort in Scottsdale has partnered with the Fresh Start Women's Foundation to offer spa-goers a new "Fresh Start Renewal" Vichy Therapy. This exclusive treatment at Agave Spa provides guests with a renewing experience while giving back to a great cause that will help other get their 'Fresh Start.'

Agave Spa has dedicated an entire treatment room to the Fresh Start Foundation-even painting the room their signature blue color. The special 50-minute "Fresh Start Renewal" Vichy Therapy offers a full body exfoliation with a sea salt scrub that provides the calming and fresh scent of the sea. After exfoliation, guests will enjoy seven Vichy jets that help relieve stress. Following the exfoliation, a clean-scented moisturizer is applied to hydrate the skin. This uplifting experience is available for \$149, and for every regularly priced Fresh Start Vichy treatment purchased, Agave Spa will donate 10 percent of the proceeds to the Fresh Start Women's Foundation.

Fresh Start is a nonprofit organization dedicated to helping women help themselves. They do that through the work of the Jewell McFarland Lewis-Fresh Start Women's Resource Center, the first comprehensive Center offering quality services to women seeking self-improvement. Whether adjusting to a career change, concerned about financial security, coping with difficult family relationships, or seeking opportunities for personal growth and self-sufficiency, Fresh Start is there to support women on their journey.

In celebration of the new partnership, each month one woman who has been working with the Fresh Start Foundation to better their life, will be given an entire spa day as a final push in the new direction their life is heading. Agave Spa's Massage Therapists have decided to donate their time while the spa donates products so this well-deserving woman can receive the Fresh Start Vichy Therapy. She will spend the entire day at Agave Spa enjoying the steamroom, sauna and more. This woman- picked by the Fresh Start Foundation- will also get a full make-over at Agave Salon including hair cut and style, and a makeup application and lesson.

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About The Westin Kierland Resort & Spa

The Westin Kierland Resort & Spa is a four-diamond Resort located in the heart of "new" Scottsdale in the Sonoran Southwest. The Arizona Resort features 732 rooms, 55 suites and 32 casitas; 208,000 square feet of indoor and outdoor function space; eight food and beverage venues; a full-service spa and fitness studio; an elaborate water park including a water slide and lazy river ride; Westin Kids Club®; and the 27-hole Kierland Golf Club. Kierland Resort offers award-winning Family FUN events and activities in Phoenix. As an added benefit, The Westin Kierland is adjacent to Kierland Commons, one of the hottest shopping and dining districts in the Valley, and the new Scottsdale Quarter. For more information about The Westin Kierland Resort & Spa please visit www.kierlandresort.com or call 480-624-1000. Follow us on [Twitter](#) and fan us on [Facebook](#).

About Fresh Start Women's Foundation

Fresh Start Women's Foundation is a nonprofit organization dedicated to helping women help themselves. They accomplish that through the work of the Jewell McFarland Lewis-Women's Resource Center. To access comprehensive information on programs and services for self-help you can locate the center at 1130 E. McDowell Rd. in Phoenix, call (602) 252-8494 or go on-line to www.WeHelpWomen.com. The center is open 60 hours a week.

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