

THE WESTIN
KIERLAND
RESORT & SPA
PHOENIX-SCOTTSDALE

FOR IMMEDIATE RELEASE

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**NEW FITNESS AND MAKEOVER PACKAGES AT THE WESTIN KIERLAND
RESORT HELPS GUESTS START 2011 OFF RIGHT**
Weight loss challenge, salon makeover package and 28 days of meditation provide
spa-goers everything needed for an uplifting new year

Scottsdale, Ariz. (Jan. 4, 2011) – A new year brings new beginnings and new resolutions to improve everyday lives. [The Westin Kierland Resort & Spa](#) in Scottsdale, Ariz. wants to help guests and locals get their 2011 off to a great start with new fitness and salon packages and special Agave Spa therapies. The new options for spa-goers include the eight-week “Agave Body Transformation” health and fitness package, “New Year, New You” Agave Salon makeover package, 28 days of meditation and special guided meditation sessions with Damian Vaughn and the Vaughn Center and a new “Fresh Start Renewal” Vichy Therapy.

Starting Jan. 25, The Westin Kierland Resort’s Agave Spa will kick-off their new “Agave Body Transformation” program to help participants become the best version of themselves in a “Biggest Loser-like” challenge.

FITNESS AND NUTRITION PROGRAM:

The “Agave Body Transformation” eight-week Fitness and Nutrition Program available Jan. 25 to March 31 includes*:

- Launch Party and special Weigh-In
- 20 [FORE-MAX Training Systems](#) Workout Sessions with Fitness Director Steve Heller (multiple morning and afternoon workout times available each week)
- Program start and end measurements: weight, body mass index, flexibility, strength and balance
- Three in-depth Nutrition Assessments, including one personal shopping trip to Whole Foods with Agave Spa Nutritionist
- “Agave ABT Membership” with unlimited access to:
 - WestinWorkout: Westin Kierland fitness room featuring cardio machines, free weights and ab equipment
 - Agave Spa facilities: men’s and women’s locker rooms, whirlpool, sauna, steam room and juice bar
 - [Mind and Body classes](#): enjoy all classes from Hatha to Vinyasa Yoga, Mat Pilates, Yogalates, Candlelight Deep Stretch AND meditation classes!
- FORE-MAX Training Systems at Home Workout DVD
- Agave Exercise and Nutrition Manual
- 20% discount on all additional full-price [Agave Spa Services](#)

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The Agave Body Transformation fitness package is available from \$999 a person (a package savings of \$1,100!). Participants can sign-up for "Agave Body Transformation" by calling 480-624-1500 by Friday, Jan. 21, 2011. Times for Jan. 25th Launch Party and Weigh-In provided during registration. ABT Package is fully pre-paid and non-refundable.

*Unlimited access to WestinWorkout, Agave Mind and Body classes and Spa facilities for registered ABT participants only, during Spa hours 7 a.m. to 8 p.m., subject to change. Juice Bar offers spa smoothies and spa cuisine for purchase, not included in package. Meditation classes do not include Vaughn Center Meditation Calmquest and Primordial Sound programs and packages. Access ends March 31, 2011. Program details subject to change without notice.

MAKEOVER PACKAGE:

A new look and style can help give people an extra boost of confidence. In addition to the fitness and nutrition package, Agave Spa offers the "New Year, New You" Makeover Package** for an all-inclusive makeover at Agave Salon. Available from \$309 (tax and gratuity included), the new Agave Salon package includes:

- Hair Color: get all new color or just spruce up your current look with an Agave Salon professional colorists.
- Hair Cut and Style: freshen up your look for the New Year and walk out in style!
- Professional Teeth Whitening: completed by professional technician and top of the line BleachBright whitening systems at Agave Spa; currently available only in Makeover Package.
- Make-up Application and Lesson: exclusive make-up products available for purchase, but not required.
- Eyebrow Shaping – finish off your new look with an all-natural eye-lift!

** Please allow for three to five hours for this package, depending on length and thickness of hair. BleachBright system utilizes LED light for better, less sensitizing whitening than bleaching alone. Results vary, with teeth anywhere from two to eight shades whiter in less than 30 minutes. Cannot be combined with other offers or specials. Restrictions within services may apply. For specific details, please inquire before booking to avoid additional charges. Details subject to change without notice.

COMPLIMENTARY MEDITATION SERIES:

Get "Mind Fit" and stress-free in 2011, with an introductory 28-day Meditation Video Series with Damian Vaughn of the Vaughn Center. The end of January will start a 28-day Meditation video series available for free to guests who sign up to receive the daily personalized emails from Damian. It takes 28 days to get into the habit of meditating daily, and the Resort wants to help guests achieve that goal. To sign up for free daily emails simply email spa@kierlandresort.com or call 480-624-1500. In addition to the podcast, guests can purchase 10 Guided Meditation sessions with Damian Vaughn from \$400 to continue their journey to get "Mind Fit." Founded by former NFL Player, Damian Vaughn, the Vaughn Center seeks to heal, transform and realize one's true, full potential through the integration of body, mind and soul. This 28-day program is designed to give individuals an introductory experience in meditating and to develop good habits that lead to an emotional health transformation.

FRESH START THERAPY FOR A GOOD CAUSE:

Guests can also help others get a fresh start for the new year by indulging in Agave, The Arizona Spa's newest spa treatment: the "Fresh Start Renewal" Vichy Therapy. The Resort in Scottsdale has partnered with the Fresh Start Women's Foundation to offer spa-goers this special 50-minute Vichy Therapy, available from \$149, with 10 percent of the proceeds benefiting the Fresh Start Women's Foundation. The therapy provides a full body exfoliation with a sea salt scrub that provides the calming scent of the sea, seven Vichy jets that help relieve stress and skin hydration with a fresh-scented moisturizer. Fresh Start is a nonprofit organization dedicated to empowering women to transform their lives through engagement and education. 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.

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; nearly 200,000 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 has an award-winning Family FUN program with events and activities for individuals of all ages. As an added benefit, The Westin Kierland is adjacent to Kierland Commons and the Scottsdale Quarter, both are among the hottest shopping and dining districts in the Valley. The Resort is an ENERGY STAR Partner and was named the "Greenest Hotel in Phoenix" by the Arizona Hotel and Lodging Association and the Arizona Department of Environmental Services. For more information about The Westin Kierland Resort & Spa please visit www.kierlandresort.com or call 480-624-1000. Recent enhancement information can be found at www.kierlandenhancements.com. All special events and offers can be found at www.ilovekierlandresort.com. Follow us on [Twitter](#) and fan us on [Facebook](#).

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