



WOMEN'S WELLNESS WEEKENDS

WELLNESS LIFESTYLES The millions of Baby Boomers who seek

a healthy balance of the mind, body and spirit have brought about a momentous shift in how society perceives wellness. Striving for a more pro-active approach to keeping mentally, physically and spiritually fit, Boomers are leading by example, so future generations realize that wellness means more than just being healthy.



Hunter Public Relations, through its Wellness Lifestyles division (www.wellstyles.com), has embraced this trend by successfully creating and executing Wellness Weekends, specially tailored for women around the country.



Designed to allow women to decompress from everyday life, while learning new or alternative ways to enhance their well being, each "Women's Wellness

Weekend" features a lineup of healthcare professionals and advisors offering practical solutions for sustaining a balanced lifestyle with integrity and purpose.

The program of diverse breakout sessions and workshops focuses on current topics related to women's health, including osteoporosis, menopause, HRT (hormone replacement therapy), nutrition, stress, weight training, joint and bone health, mental acuity and longevity. Education is partnered with pampering, as participants relax at the spa, enjoy wine tastings, join interactive culinary demonstrations and sample healthy meals made with fresh ingredients.



"I was fortunate to take part in the Omni Bedford Springs Resort & Spa's Women's Wellness Weekend (January 2009) and was impressed with how this event was organized and run," said Sallie Fraenkel, chief operating officer for SpaFinder, Inc. "Everyone I met who had attended previous events, or were newcomers, seemed to get so much out of the experience."



HPR is embracing and promoting the shift to proactive wellness, bringing programs and media interest to its clients, which include luxury destination resorts, sophisticated country clubs, upscale communities and major universities.



The agency is also promoting Camp Reveille, a four-day getaway for women to relax, unwind, exercise, share laughter and stories with one another, and feel inspired to challenge their limits.