

# CANYON RANCH®

*The Power of Possibility®*

Contact: Sheryl Press, Director of Public Relations

520/749-9655 x 4287

[spress@canyonranch.com](mailto:spress@canyonranch.com)

FOR IMMEDIATE RELEASE

## **Canyon Ranch Launches Its First Application for Apple iPad**

*The Canyon Ranch Everyday Fitness application puts workout tips and exercise videos at your fingertips*

**TUCSON, Ariz., Dec. 14, 2010** – iPad users can now tap into the knowledge of Canyon Ranch experts with a quick touch of a finger. The new *Canyon Ranch Everyday Fitness* application for iPad, the first in an initial series of three apps from Canyon Ranch, provides work out tips and easy to follow exercise demonstration videos that encourage users to incorporate fitness into daily activities at home, work or even on the go – *Everyday Fitness*, anytime, anywhere!

*Everyday Fitness* brings the experience of Canyon Ranch to life with easy, on-the-go content; perfect to help individuals reach their fitness goals. The application features 79 fitness videos and 25 articles and tips that cover a wide range of topics such as yoga, Pilates, flexibility, strength, posture, exercises for the beginner and overall fitness.

“The Canyon Ranch mission is to inspire people to make a commitment to healthy living and we are thrilled to be able to share our healthful philosophy and expert knowledge with a wider audience.” said Michael Doneff, Canyon Ranch Chief Marketing Officer. “These apps encourage individuals to set attainable goals and incorporate movement and overall wellness into their everyday lives.”

*Everyday Fitness* is now available to download from the Healthcare and Fitness category of the Apple iTunes store for \$3.99. Canyon Ranch will follow this release with the launch of two more apps in early 2011. *Healthy Eats* will feature more than 50 Canyon Ranch signature healthy gourmet recipes as well as cooking tips; and *360 Wellbeing* is a collection of health-related videos and tips from Canyon Ranch experts categorized by Body Mind and Spirit.

### **About Canyon Ranch**

Canyon Ranch pioneered the evolution of the wellness lifestyle and has been an industry leader for over 30 years. Operating the world’s most celebrated collection of life-enhancement properties, Canyon Ranch has destination health resorts in Tucson, Ariz., and Lenox Mass., and Canyon Ranch Hotel & Spa in Miami Beach, the nation’s first luxury wellness hotel and residential community. Canyon Ranch also operates SpaClub facilities at The Venetian & The Palazzo in Las Vegas, Nev. and Canyon Ranch SpaClub at Sea onboard Oceania Cruises and Regent Seven Seas Cruises, as well as Cunard’s’ Queen Mary 2 luxury ocean liner. Canyon Ranch has been named the “Healthiest Spa in America” by *Health* magazine as well as the “Best Spa for Food” by *Gourmet* magazine. In addition, Canyon Ranch is the only 11-time recipient of the *Condé Nast Traveler* Best Destination Spa Award and was recently recognized by readers of *Travel + Leisure* to hold three of the top 10 spots in the magazine’s World’s Best Awards 2010 for Destination Spas.

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