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## CANYON RANCH®

### **Canyon Ranch, the World's Premiere Integrative Wellness Brand, Names Bullfrog + Baum as Agency of Record**

**New York, NY - September 12, 2018** - Bullfrog + Baum, the award-winning PR and marketing agency, has been named the agency of record for top wellness leader, Canyon Ranch. Bullfrog + Baum will work closely with Canyon Ranch in developing and executing strategic public relations, while also helping to drive global exposure for the brand in the luxury wellness space.

Canyon Ranch's rich and extensive history of providing the best in health and wellness services is recognized worldwide. The brand is renowned for featuring an integrative professional approach developed by a team of experts from integrative medicine, exercise, nutrition and other disciplines – collectively known as Canyon Ranch Wellness Architects™, including the 17th U.S. Surgeon General who work together to provide this award-winning 360° approach to wellness. Since Canyon Ranch opened its doors in 1979, the brand has taken on an all-encompassing approach to health and wellness, fusing all things mind, body and spirit.

"As we approach celebrating four decades of integrative wellness, aligning ourselves with the right partners is paramount to our future growth," said Susan E. Docherty, CEO of Canyon Ranch. "Together with Bullfrog + Baum, Canyon Ranch will embark on exciting milestone opportunities as we build on our legacy of award-winning health and wellness experiences on land, at sea and in the skies."

Canyon Ranch operates wellness destinations in Tucson, Arizona and Lenox, Massachusetts, as well as the world's largest day spa at The Venetian and The Palazzo hotels in Las Vegas. Additionally, Canyon Ranch operates 22 Canyon Ranch at Sea wellness facilities onboard luxury cruise ships such as: Cunard Cruise Line, Oceania Cruises, Regent Seven Seas Cruises, and Celebrity Cruises.

"Canyon Ranch has been a thought leader in the health and wellness space for four decades, and we're honored to join their team," said Jennifer Baum, Founder and President of Bullfrog + Baum. "We look forward to further establishing Canyon Ranch as an innovative brand on the move."

Under the direction of Canyon Ranch, Bullfrog + Baum will help to shape the future of the brand as a whole and will handle national and regional media relationships, events and strategic brand partnerships, and programming development.

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#### **About Bullfrog + Baum**

Established in 2000, Bullfrog + Baum is an award-winning collective of brand-builders, insight-finders and storytellers specializing in Public Relations and Marketing and representing the best of the best in (and around) the hospitality industry. A one-stop communications, creative, design and digital shop, Bullfrog + Baum works around the clock with the goal of getting clients—all-star chefs, internationally-known liquor brands, restaurants, tourism boards, hotels, products and events—attention. From drumbeat PR to blow-out event planning to comprehensive marketing strategies, Bullfrog + Baum applies a one-of-a-kind energy, expertise and experience to every project it undertakes for every client it serves. Bullfrog + Baum is

headquartered in New York City with satellite offices across the country and globe.  
[www.bullfrogandbaum.com](http://www.bullfrogandbaum.com).

**About Canyon Ranch®**

Canyon Ranch® has been a trailblazer and an industry-leading proponent of the wellness lifestyle and real estate living for nearly 40 years, operating the world's most celebrated collection of life-enhancement properties. Canyon Ranch has wellness destinations in Tucson, Arizona and Lenox, Massachusetts. In addition, Canyon Ranch operates the world's largest day spa at The Venetian® & The Palazzo® hotels in Las Vegas, Nevada and 22 Canyon Ranch at Sea® wellness facilities onboard luxury cruise ships: Cunard Cruise Line, Oceania® Cruises, Regent Seven Seas Cruises®, and on Celebrity Cruises®. Canyon Ranch is a 13-time winner of Travel + Leisure's Best Spa Award, an 11-time recipient of the Condé Nast Traveler Best Destination Spa Award, is honored by Town & Country as one of the 'Best Luxury Spas in the World' in their 2017 Spa Awards and is recognized as the 'Best Wellness Program' by Virtuoso's 'Best of the Best' 2017 awards.