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Nordik Spa-Nature Group is proud to reveal the name of its Winnipeg spa: Thermëa

Chelsea, July 16, 2013 – The Nordik Spa-Nature Group is pleased to reveal the name of its Winnipeg spa. This second location for the Group, located on the Crescent Drive Golf Course, will be named Thermëa. Construction is progressing well, and the opening is planned for October 2013.

“Our new Thermëa brand is perfectly suited to the spa experience that our guests will enjoy. It suggests heat and water, the basic elements of the thermotherapy cycle.” explained Daniel Gingras, co-owner and VP of business development and marketing for the Nordik Spa-Nature Group.

Thermëa will be, as all Nordik Spa-Nature Group’s spas, a unique establishment devoted to each guest’s overall wellbeing. The concept offers a complete relaxation experience in a natural setting, featuring thermal baths and saunas inspired by Scandinavian traditions. Popular for centuries throughout Europe, the proven health benefits of this spa concept stem from the alternation of hot and cold baths, followed by relaxation.

Guests will enjoy a wide variety of dry and steam saunas, outdoor baths (hot, cold and temperate), waterfalls and relaxation areas enhanced by the soothing sounds of relaxing music. The Winnipeg spa will also offer a range of massages and body treatments, as well as a restaurant and lounge, all open seven days a week, rain or shine, whether in summer or the middle of winter.

“Our vision is to transform each visit in a unique and memorable relaxation experience. We will offer a warm and comfortable place” said Martin Paquette, President of Nordik Spa-Nature Group.

Thermëa is backed by an investment of over \$9 million, and the project will boost the local economy by creating over 100 new jobs once the project is complete. Local suppliers and organizations will also benefit, as the Nordik Spa-Nature Group has a policy to support and get involved in communities it settles into.

Over the years, the first spa of the Group, located in Chelsea, Québec, has won numerous awards: *Innovator of the year* at the 2013 Ottawa Tourism Awards, *Tourist Attraction with more than 100,000 visitors of the Year* and *People's Choice Award* at the Grands Prix du tourisme de l'Outaouais, *Best Nordic Spa in Canada* at the 2013 SpAWARDS, *Innovator of the Year* at the 2012 Canadian Tourism Awards and the spa was also recognized in 2012 as one of the nine greatest tourist attractions in Canada by WHERE magazine.

About the Nordik Spa-Nature Group

Founded in 2005 in Chelsea, Quebec, in the National Capital Region, the **Nordik Spa-Nature Group's** vision is to develop establishments that offer their guests unique, unforgettable and beneficial experiences, with unsurpassed courtesy and service, known as The Nordik Way.

Nordik Spa-Nature locations stand out by their enchanting sites in natural wooded areas with easy access to urban centres. Guests are surrounded by basic natural elements: wood, stone, water and fire. The warm, welcoming décor and design throughout the facility, whether near the fireplace, in saunas built entirely of cedar, or by the waterfall, creates an utterly relaxing experience.

- 30 -

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