



PRESS RELEASE
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The Nordik Group will open its 3rd spa, in the Greater Toronto Area, in 2015!

Chelsea, June 20th 2013 – A new thermal spa concept set in the heart of nature will soon be accessible to the Greater Toronto residents and visitors on the former Cullen Gardens site. The **Nordik Group** is pleased to announce the summer 2015 opening of its Whitby (Ontario) location, following the huge success of its first Chelsea (Quebec) spa in the National Capital area. The business will also be opening a spa in Winnipeg (Manitoba) this fall.

The Whitby spa is backed by an investment of over \$12 million. The local economy will benefit from the creation of over 200 new jobs once the project has reached completion. Local suppliers and organizations will benefit as well, as the **Nordik Group** has a policy to support and get involved in communities it settles into.

“For this spa, we are associated with a Whitby businessman, who had heard of our establishment. It was after living the experience at our Chelsea spa that he got the idea to open one close to home. We then discussed the opportunities which led to the project in Whitby. The construction will start in summer 2014 and the spa will open the following summer”, indicated Martin Paquette, CEO of the Nordik Group.

Nordik Spa-Nature is a unique establishment devoted to each guest’s overall wellbeing. The concept offers a complete relaxation experience in the heart of nature, featuring thermal baths and saunas inspired by the Scandinavian traditions. For those not yet familiar with this spa concept popular for centuries across Europe, proven health benefits stem from the alternation between hot and cold baths, followed by relaxation. Thermal baths are a welcome reward after enjoying your favourite sport or to unwind from a stressful day. All can enjoy the ambient atmosphere with outdoor baths (hot, cold and temperate), dry saunas, steam saunas, waterfalls and relaxation areas enhanced by the soothing sounds of relaxing music. The Whitby spa location will also offer massage

therapy and body treatments, as well as a restaurant & lounge, all open 7 days a week, rain or shine, whether in summer or the middle of winter!

“The Cullen Gardens park charmed us from the beginning. When we choose a location for a new spa, it has to be surrounded by nature while being close to a city center, two requirements which were met by this place. We are pleased to have the opportunity to give a second life to this enchanting site.” concluded Daniel Gingras, VP of business development and marketing for the Nordik Group.

Over the years, **Nordik Spa-Nature | Chelsea** has won numerous awards: *Innovator of the year* at the 2013 Ottawa Tourism Awards, *Tourist Attraction of 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 9 greatest tourist attractions in Canada by WHERE Magazine.

About the Nordik Group

Founded in 2005 in Chelsea, Quebec, in the nation’s capital, the **Nordik Group’s** vision is to develop establishments offering unique, unforgettable and beneficial experiences to all their guests, with unsurpassed courtesy and service known as The Nordik Way.

Nordik Spa-Nature locations set themselves apart with their enchanting sites offering natural scenery in wooded havens with easy access to urban areas. The Nordik Spa-Nature is always set in a natural environment. In every corner of the site, whether near the fireplace, in the saunas built entirely of cedar, or by the waterfall, guests are always surrounded with the most primitive elements: wood, stone, water and fire.

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