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FOR IMMEDIATE RELEASE

CHOOSE SEAWEED OVER GREEN BEER THIS ST. PATRICK'S DAY

Sundara Inn & Spa's Seaweed Spa Treatments Bring Attention to Ireland's Only Indigenous Spa Therapy

WISCONSIN DELLS, Wis. (February 24, 2014) – If you're a traditionalist, you're probably planning on celebrating St. Patrick's Day with a parade, a performance of Irish dancers and perhaps a pint of green beer. If you're looking for a more tranquil way to mark the merits of the Emerald Isle, head to the spa. Sundara Inn & Spa in Wisconsin Dells, Wis. recently added a handful of treatments that make use of sustainably harvested organic seaweed from Ireland. During the month of March, Sundara is even offering a discount of \$20 on its new Emerald Isle Massage. Reservations may be made at 888.735.8181. The web site is www.SundaraSpa.com.

Sundara is well known for using organic products in its spa treatments so it was a natural for them to add seaweed-based products from VOYA, a family-run business on the Atlantic coast of Ireland, to their spa line-up. As the founders of VOYA tell it, seaweed baths are the only spa therapy indigenous to Ireland. The seaweed has been cultivated for hundreds of years and can only be harvested by hand and must be selected by sight. Experienced harvesters in remote parts of the west coast carefully harvest this precious wild crop for VOYA.



At Sundara the vitamin- and mineral-rich seaweed is used in treatments aimed primarily at detoxing and de-stressing. Along with the Emerald Isle Massage, which incorporates a back scrub using seaweed, there's also the Sea Voyage Polish and Massage, the Ocean Essence Organic Body Wrap, and the Seaweed Leaf Wrap and Body Soak.

According to Tara Disch, marketing and sales manager at Sundara, St. Patrick's Day also presents an opportunity to remind spa-goers of Sundara's other "green" initiatives. "We're a founding member of

the Green Spa Network, we're Travel Green Wisconsin certified, and we achieved Platinum level status in TripAdvisor's Green Leaders Program" said Disch. "Add to that our setting in a pristine pine forest that always presents a perfect shade of emerald, and the green connections become unmistakable."

For overnight reservations, log on to www.SundaraSpa.com or call 888.735.8181.

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EDITOR'S NOTE: High-resolution photos available upon request. E-mail cminsky@charter.net. Any of the photos from the web site, www.SundaraSpa.com are available for media use.