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FOR IMMEDIATE RELEASE



STRETCH YOUR GROUPS AND YOUR BUDGET

The Boar's Head, Charlottesville's Four Diamond Resort, Shares How You Can Make Spa Meetings Affordable and Fun for Your Participants

Charlottesville, Virginia, August 18, 2010: As any busy meeting planner knows, putting together the elements of a successful meeting and making sure that attendees get the most out of their time can be challenging. Location plays a large part in helping with that challenge and The Boar's Head in Charlottesville, VA has the perfect combination: a great Central Virginia location and group sales managers who are creative in offering fun amenities to relax attendees! With a full service spa on site, planners have the opportunity to schedule appointments for their attendees, use the spa as an ice breaker reception or incorporate various express treatments as breaks during the meeting. Today, most groups

are on a time and cost budget; businesses are also concerned about the health of their employees so a great option is to set up massage chairs in the boardroom during a break, where attendees can get their shoulders or scalps artfully massaged in 10-15 minute increments.

The quaint and quiet spa is located just off the lake behind the main hotel. With our 6 treatment rooms plus couples suite, our intimate Boar's Head Spa offers a wide array of services from facial skin care to body therapy, hand and foot treatments to Raindrop and Thai treatments or the extravagant Monticello Dreams treatment. The spa uses a wide variety of the best organic and local products and features the Deep Steep body care line.

Spa Director Jana Powers is often an active planning participant when a client is looking for fun and creative ways to spice up a corporate meeting. "I really enjoy helping the client enhance their meeting with services from the Spa at The Boar's Head," said Powers. "When an attendee is sitting and concentrating in a meeting all day, it can be pretty intense and we love to incorporate a seated massage, aromatherapy break or hand massage break to wake them up or stretch them out, but also to remind them that we are here on property and to come back for a full service treatment."

"I love all the amenities that we have to work with at The Boar's Head to enhance a meeting experience," said Director of Sales and Marketing Carol Smith. "So many planners are aware of their attendees health needs and we can enhance that with special menus, exercises and breaks from our sports facility as well as incorporating spa treatments directly into the meeting. We are a full service facility and welcome out of the box thinking and creative add-ons. We believe that is what makes us special, as well as the beautiful outdoor and residential settings that we can incorporate into the meeting.

We have used the spa for welcome receptions, as well as incorporating treatments into a meeting or taking the spa outside to the lake, pool, sports facility or golf course.”

Boar’s Head Senior Sales Manager Kathie Joseph recently was part of the planning team for an international consulting firm based in Washington, D.C. They used the spa as their ice breaker and incorporated a spa menu with healthful beverages and snacks, soothing atmosphere and a mixture of express services to start their meeting. “The Welcome Reception was a very creative way to kick off their meeting and had everyone relaxed and ready to go in a positive way,” said Joseph.

The Boar’s Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, children’s programs, currently 22,000 square feet of meeting space including our new meeting and social pavilion, and close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information or to make reservations, please call The Boar’s Head at 434.296.2181 or 800.476.1988 or visit the resort’s web site at www.boarsheadinn.com.

Come to The Boar's Head Spa and let time drift past and cares slip away.