

For Immediate Release
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The Snowmass Wellness Experience features all-star line-up of speakers, events, and healthy fun August 4-6, 2006

(Snowmass Village, CO) Yoga, chocolate, swing dancing, Martha Stewart's apprentice, and the spirit of the Tour De France all converge this year at The Snowmass Wellness Experience. In its 3rd year, the Snowmass Wellness Experience August 4-6 has narrowed its focus, expanded its adventurous spirit, and pulled together an incredible weekend dedicated to exploring the topics of fitness, nutrition, and spirituality. Tickets that include access to all speakers and activities offer an incredible value at only \$25/day.

"This year we've really narrowed the focus of the event to those three categories, and in so doing have been able to offer very high caliber experts and unique activities," says event director Josh Behrman. "You can come to learn something from a top expert in the field, but you can also come to have a lot of fun. "

The Snowmass Wellness Experience kicks off on Friday night with a special "Swing into Wellness Presented By Vitamin Cottage" evening at the Brothers Grille Fanny Hill Tent that includes a dinner sponsored by health food grocer Vitamin Cottage. An organic wine tasting and natural foods dinner specially prepared by The Silvertree Hotel's Executive Chef Jason Friendly are followed by the tunes of Fraga, a 10-piece cabaret-style band that will have guests dancing and grooving to 1920's jazz, Cuban flair, and Jamaican beats. The cost of this evening is just \$45/person or only \$40/person for weekend ticket holders and includes a goodie bag with gifts worth \$40 from Vitamin Cottage.

Saturday and Sunday offer a non-stop schedule of lectures and workshops at the Snowmass Conference Center, yoga and pilates classes, cooking demonstrations, guided nature hikes, and more. From 8:30 a.m. to 5 p.m. daily, attendees can sample diverse topics ranging from altitude fitness to sleeplessness to meditation to raw food diets. Various cooking demonstrations will be held as well as fitness classes, hikes, and bike rides. Eight different yoga instructors will hold classes in tents on Fanny Hill Tent, with the final class being dedicated to the heavenly combination of yoga and chocolate. In addition, over 35 vendors will be set up on the Mall exhibiting everything from salt rocks to sport therapy to healthy gourmet barbecue sauces to a massage table.

Whether you're looking to design the bedroom of your dreams, find out how to cultivate perfect health and meditation, ride with a fitness expert, or learn about healthy eating and living, the Snowmass Wellness Experience offers an unbeatable combination of adventure, rejuvenation, and education at this year's event.

This year's featured speakers include:

Nutrition

Celebrity Chef Cat Cora is the only woman to ever win the Food Network's Iron Chef America title and was recently featured on NBC's week-long Celebrity Cooking Showdown. She boasts a distinguished and still-rising career and will demonstrate healthy cooking tips and nutritional advice.

Celebrity Chef Kendra Wilcox has served as personal chef for Ralph Lauren and has a natural food product line that is a staple in her Southwest French Fusion cuisine. Her products have been aired on the Food Network's Barbecue with Bobby Flay and as a healthy gourmet chef in The Robb Report.

Dava Parr is an organic chef, food writer, nutritional therapist, cooking instructor, international restaurant owner, and owner of Fresh and Wyld, a valley-wide home delivery service of organic, locally grown meats, produce and flowers.

Additional Nutrition speakers include: Brigitte Mars (Raw Foods), Seth Braun (Integrative Nutrition Approach), Ricki McKenna (Oils and Fats).

Fitness

Chris Carmichael is the long-time coach of cancer survivor and seven-time Tour de France Champion Lance Armstrong, whom he has coached since 1990. His coaching and consulting skills are in high demand across diverse sports and top sporting events. Glean tips on fitness and outlook from this international fitness guru.

Dawna Stone is the first ever winner of Martha Stewart's Apprentice, and comes to Snowmass as publisher of *Her Sports* magazine where she spreads the message that anyone can enjoy a more active, healthy lifestyle.

Sue Frederick has led extreme survival courses for Outward Bound, served as Vice President of Content for Healthshop.com and Delicious Magazine, and is author of several motivational works. She'll speak on The Top 10 Reasons to Stop Facing Reality which offers a new way to think about life and work.

Robert Roach, Ph.D., is a internationally recognized expert on high altitude medicine and physiology. He has published over 100 scholarly articles and books. His special expertise is in high altitude physiology and exercise and he has coached world champion runners and serves as a consultant to many running and exercise related projects.

Additional Fitness speakers include: Rick Freeman of the Chopra Center (balancing perfect health), blind athlete Nancy Stevens (Jumpstart your Heart)

Spirituality

Debbie Ford is a renowned speaker and #1 New York Times best-selling author, whose books and tapes have sold more than 1 million copies in twenty-six languages. She is an internationally recognized expert in the field of personal transformation. A repeat guest on Oprah and Good Morning America, Ford will focus on personal transformation and how shifting your perception can change your life for ever.

Hal Dwoskin is author of the NYT bestseller “The Sedona Method,” which examines how to let go of fear, stress, and bad habits. He is co-founder of Sedona Training Associates, a featured faculty member at Esalen and the Omega Institute, and an internationally respected speaker and educator who will share his scientifically-verified method for overcoming negative emotions and fears.

Dr. Barry Bittman is a neurologist, author, international speaker, award-winning producer/director and inventor. As CEO and Medical Director of the Mind-Body Wellness Center, a comprehensive, interdisciplinary outpatient medical facility in Meadville, PA., Dr. Bittman has pioneered a new paradigm for treating the “whole person” and will discuss this approach at the event.

Dr. Michael Weissberg is a M.D. Professor and Vice-chair in the University of Colorado School of Medicine’s Department of Psychiatry and he will speak on sleeplessness and sleep disorders. He has a diplomas from the American Board of Sleep Medicine and American Board of Psychiatry and Neurology and is the Psychiatric Director at The Sleep Center and Boulder Community Hospital.

Additional Spirituality speakers include: Ed and Deb Shapiro (Meditation), Helena Messenger (Multidimensional Healing), and Deana Radaj (creating the perfect bedroom mood for sleep and romance)

Wellness Activities Include: Wellness hikes with Laurel Dewey and Lynn Ruoff, outdoor fitness and meditation classes with: Rick Freeman (Meditation), Megan Bly Humphries (Anusara Yoga), Ted Macblane (Pilates), Aaron King (Vinyasa Flow Yoga), David Romanelli (Yoga and Chocolate), Fran Page (Integrative Yoga), River Morgan (Restorative Yoga), Annie Bolinger (Pilates), Carmichael Training Systems Bike Ride, and spa services available through the Snowmass Club.

For a full schedule and list of all presenters, visit www.snowmasswellness.com. Tickets are only \$25/day and include goodie bags worth well over the cost of admission filled with organic and natural products from Asics, Yogi Tea, Aveeno, Cascadian Farms, Frownies, Onesta and Lavera. Prize drawings for items such a George Foreman Grill or Donna Karan gift baskets will be held throughout the weekend as well. For media information & speaker interviews, please contact Allison Johnson at aj@snowmasspress.com or (970) 704-9988.