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**Media Contacts
J Public Relations
619.225.7069**

**Suzanne Brose, suzanne@jpublicrelations.com
Stephenie Medina, stephenie@jpublicrelations.com**

**Rancho La Puerta
858.869.5543**

Roma Maxwell, rmaxwell@rancholapuerta.com

**RANCHO LA PUERTA PARTNERS WITH LIFEWELLNESS TO LAUNCH NEW
EXECUTIVE WELLNESS PROGRAM**

***Program Combines Comprehensive Medical Testing with Award-Winning Fitness and
Spa Services to Combat Stress Induced Health Issues***

Tecate, MX (April 2013) – Rancho La Puerta, the world-renowned fitness resort and destination spa in Baja California, is pleased to announce the launch of a new, highly personalized medical and wellness program called *Executive Wellness*. With the goal of alleviating health problems for guests and particularly those in high-stress jobs, Rancho La Puerta has partnered with Lifewellness Institute, the premier medical center in San Diego, to provide a one-week program that specializes in positive life transformations under expert guidance. At the centerpiece of the program is the Lifewellness physical examination—the most comprehensive, inspiring “physical” imaginable.

Working with Dr. E. Lee Rice, founder of the Lifewellness Institute and one of the top medical experts in the nation, and his expert team, *Executive Wellness* participants receive an exceptional health care experience—one that provides comprehensive, state-of-the-art information concerning individualized health risks and the very best, most efficient methods of keeping them as low as possible. The thorough evaluation of current health status and insight on any future health risks is then followed by a comprehensive fitness and nutrition plan that is customized for each individual’s needs by Rancho La Puerta’s fitness experts and on-staff nutritionists during the guest’s week-long Rancho La Puerta stay.

"We're combining the transformative experience of the Ranch with a personalized plan from Lifewellness Institute, to create a truly unique program for long-term, health and wellness," Roberto Arjona, CEO at Rancho La Puerta. "The goal of the *Executive Wellness* program is to give our high-stress, executive guests time to disconnect and focus on their well-being, while optimizing their performance both at home and in the work place."

From beginning to end of the *Executive Wellness* program, participants will encounter personalized services, one-on-one attention and medical and fitness assessments from specialized health professionals that are committed to obtaining successful and transformative results. The entirety of the *Executive Wellness* program is just over one-week that includes:

- **Friday arrival and overnight in San Diego at the Sheraton San Diego Hotel & Marina.**

- **Saturday transportation to the Lifewellness Institute for five hours of comprehensive testing and examinations with state-of-the-art health equipment. Tests will include everything from eye and hearing and spirometry examinations, to ultra sound screening, strength and flexibility testing, ECG and cardiometabolic stress testing and more.**
- **One-on-one lunch with a Lifewellness doctor to review test and lab results and discuss preventative measures and an overall healthy living plan.**
- **Transportation to Rancho La Puerta where a Wellness Concierge will walk them through the check-in process and pre-scheduled fitness classes and seminars and provide a property tour and overview.**
- **Sunday morning meeting with Ranch nutritionist and exercise expert to map out the most beneficial fitness plan for the week-long visit, as it relates to their healthy living plan.**
- **Final meeting with Ranch expert prior to departing, to discuss progress and take home tools and knowledge for practical use at home.**

“The partnership between Lifewellness and Rancho La Puerta will be the nation's premier program for coupling latest scientific clinical evaluations with life-enhancing behavioral health experiences,” said Dr. Lee Rice, founder of the Lifewellness Institute. “Guests will leave with a wealth of critical personal health information, renewed vitality and practiced life-skills for continuing the behaviors necessary for peak mind, body and spiritual health.”

The *Executive Wellness* program in addition to Rancho La Puerta’s seven-night package costs \$6950 per person plus tax. For an additional cost, participants can also utilize at-home coaching and mentoring from their Ranch expert as well as a full year of services from the Lifewellness Chief Wellness Officer program. [Click here](#) for more information on rates for a seven-night stay at the Ranch. For more information about Rancho La Puerta, visit www.rancholapuerta.com or call 800-443-7565.

About Rancho La Puerta:

The first true fitness resort and spa in North America, Rancho La Puerta, welcomes guests to its 3,000 private acres of gardens, mountains and meadows with an approach to wellness that strikes a true mind, body and spirit balance. Facilities and amenities include cottage-style casitas, fitness classes, spa, dining, outdoor recreation and more, all available for exclusive use during three, four or seven day stays. Guests enjoy inclusive rates that cover accommodations, fitness classes, semi-vegetarian, gourmet meals, activities and special presentations. Spa treatments, personal training sessions and cooking classes at the ranch’s La Cocina Que Canta cooking school are available à la carte throughout the course of a stay.

Situated at the juncture of the Laguna and Sierra Juarez mountain ranges, Rancho La Puerta is located 3 miles from the Tecate Baja California/Mexican border and within an hour and a half drive of downtown San Diego.

About Lifewellness Institute:

Lifewellness Institute, founded in 2001, focuses on wellness and health promotion for individuals, families and corporations. Emphasizing extraordinary personal care, the

Lifewellness team becomes each patient's trusted medical advocate. All physicians are board certified and have completed extensive training in prevention, counseling and behavior modification. The clinical team and support staff with whom they work is unparalleled, in both their level of expertise and their genuine dedication to customer service.

About Dr. E. Lee Rice, DO, FAAFP, FAOASM:

Chief Executive Officer and founder of Lifewellness Institute, Dr. Rice provides the guiding principal and vision for the company. With more than thirty years of experience as a family and sports medicine physician, Dr. Rice is one of the premier medical experts on wellness, both in the United States and internationally. Currently, Dr. Rice is a clinical professor at Western University of Health Sciences, the University of California, San Diego School of Medicine and San Diego State University. Dr. Rice is a Fellow of the American Academy of Family Physicians, the American College of Sports Medicine and the American Osteopathic Academy of Sports Medicine. Dr. Rice started out with a Bachelor of Science from the University of Santa Barbara and received his Doctor of Osteopathy for Kirksville College of Osteopathic Medicine in 1973.