



## PRESS RELEASE

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### RANCHO LA PUERTA CELEBRATES 75 YEARS OF WELLNESS

*Leading Destination Spa Achieves Milestone*

**TECATE, Baja California, Mexico (April 9, 2015)** – [Rancho La Puerta](#), the original fitness resort and spa in North America, celebrates its 75<sup>th</sup> anniversary this year with commemorative programming. The resort, has been family-owned and -operated since June 1940, when Edmond Szekely and his wife Deborah welcomed their first guests to a “health camp” in a mountain-ringed valley 45-miles from San Diego. The cost? \$17.50 for a week of hiking, rustic vegetarian meals, exercise and a daily lecture by Edmond Szekely, a health pioneer with an international reputation for his natural living theories. Campers were asked to bring their own tent.

Today, Rancho La Puerta continues to change lives with its focus on complete mind, body and spirit renewal. Deborah Szekely, now 93, embodies the Ranch ethic of health and wellness at any age, and her daughter, Sarah Livia, continues the family tradition as President.

“We are honored to be observing this milestone, and our many awards as the premiere destination spa for wellness seekers across the globe,” states Chief Executive, Roberto Arjona. “We strive to create a complete week-long experience that promotes health, wellness and enjoyment of the physically active life. Our family of over 400 staff members looks forward to changing lives for the next 75 years, for our mission has remained the same since 1940: a constant quest of *siempre mejor* (always better).”

To celebrate its Diamond Anniversary, Rancho La Puerta has launched several commemorative anniversary-themed programs and specials this year, including:

- **Ultimate Transformation Package** – An exclusive, complete-experience spa package for \$7,500 per person, plus tax, includes:
  - One-Week-Stay Accommodations
  - 14 Spa Treatments of choice, excluding Four-Hand Massage
  - Amala Skincare Set

- (3) Hands-on Cooking Classes
  - (3) Comprehensive Wellness Consultations (i.e. Feldenkrais®, Ayurveda, and WATSU®)
  - (3) Private Fitness Consultations
- **75<sup>th</sup> Anniversary “Ranch Remedy” Twin Spa Treatments** – The spa’s signature 90-minute Herbal Wrap combined with one Ranch Classic Massage creates the spa’s most classic rejuvenating experience, now at a 25% savings. Treatments package per person, not transferrable.
  - **Three Winners In June Will Receive A \$17.50 Weekly Rate!** — Guests of Rancho La Puerta during the weeks of May 30, June 6 and June 13 will be entered into a raffle where one lucky winner each week will win a 7-night stay at Rancho La Puerta for the original rate in 1940 of \$17.50, in honor of the anniversary. Blackout dates and subject to availability applies.

Space is limited, and promotions are subject to availability. For other rates and more information, please visit [www.rancholapuerta.com](http://www.rancholapuerta.com) or call 877-440-7772.

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### **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, programs, and amenities include cottage-style casitas, fitness classes, spa, dining, outdoor recreation and more, all available for exclusive use by guests during three-, four- or seven-day stays. Inclusive rates cover accommodations, fitness classes, hikes and activities, gourmet vegetarian meals (seafood options included), 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, and U.S.-Mexico border and within an hour and a half drive of downtown San Diego.