



## PRESS RELEASE

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### **RANCHO LA PUERTA UNVEILS NEW VILLAS CIELO**

*Leading Destination Spa Announces Addition of High-Designed Private Sanctuaries*

**TECATE, Baja California, Mexico (August 2, 2016)** – [Rancho La Puerta](#), one of the best destination spas in the world for over 75 years, debuts three beautiful new Villas Cielo, or ‘Heavenly Villas,’ this October. These soon-to-be-unveiled accommodations—Azul, Terra and Verde—embrace all aspects of the property’s well-being and natural beauty. Guests will escape to ultimate state of serenity, as these private sanctuaries are designed with wellness and relaxation in mind for an experience that is uniquely Rancho La Puerta. Villas Cielo offer guests spacious privacy and top-notch service while still enjoying the traditional Ranch experience of fitness, culinary and spa throughout their stay.

“The Villas Cielo are a natural expansion of The Ranch,” said Chief Executive Roberto Arjona. “They embody our philosophy of nourishing the mind, body, and spirit, and they fulfill our guests’ requests for casitas with more privacy and personalization.”

#### **ROOMS**

Designed to be highly customizable, each villa features a spacious master suite, which overlooks a living room that can be transformed into a residential gym or business office. The indoor/outdoor design is a centerpiece. Glass doors look onto lush gardens and the private patios feature mountain views, outdoor showers, warm dipping pools, day beds and hammocks. At 2,200 square feet of combined indoor-and-outdoor space, each villa, which can sleep up to two guests, is a haven of tranquility and intimacy.

Amenities encourage a journey inward with a meditation cushion as well as indoor/outdoor speakers that play tranquil music when desired. For guests who wish to plug in, high-speed internet is available. Each room is equipped with a US phone number with unlimited calls to the US and Canada. In addition, rooms are furnished with a telescope for stargazing, slippers, robes, Rancho La Puerta’s Core Essentials organic hair and skin care products and other amenities.

#### **ART AND DESIGN**

The Villas Cielo capture the spirit of Mexico through its artisan décor and distinctive collection of Mexican-inspired art and custom furniture. The design, courtesy of Nicole Petersen of Petersen Design Management, is an exacting mix of traditional Mexican and modern elegance. Hammocks from Merida, Yucatan beckon for the afternoon siesta, and chaquira sculptures and hand-blown painted glass add artistic flair.

Each casita is themed with its own name, color and style: The soft blue Cielo Azul represents water, calm and stillness; the green-hued Cielo Verde represents nature and life; and Cielo Terra is bathed in shades of warm terracotta.

### **SERVICES**

Guests will enjoy impeccable services ranging from a personal concierge to twice-daily housekeeping with nightly turndown. Upon arrival, they will be warmly greeted with a select bottle of Baja wine and a fresh fruit platter. There's daily gourmet coffee service and private in-room and al fresco dining is also available at every meal.

### **SPA TREATMENTS**

Secluded spa services are available for Villas Cielo guests, in-room or on the private terraces. At the beginning of their stay, guests are treated to a pre-scheduled in-room custom 90-minute restorative spa treatment, *Un Pedacito de Cielo* (A Little Piece of Heaven), capped with a refreshment from the property's Tierra Alegre organic juice bar. The head-to-toe treatment combines massage and Reiki to reinvigorate muscles, restore energy and harmonize imbalances for blissful results.

### **FITNESS PROGRAM**

Before arrival, guests will receive a phone consultation from a Ranch fitness specialist to identify workout needs and goals for the week. Upon arrival, guests are offered a complimentary private fitness assessment for a tailored workout, which includes group classes and two private sessions for maximized results. At week's end, a final fitness consultation will take place to ensure guests have a regimen once home.

### **SUSTAINABILITY**

Like all of Rancho La Puerta's casitas, the Villas Cielo are eco-friendly, built with local construction materials including Mexican handmade tiles and timber. With a continued focus on sustainability and green initiatives, the new accommodations include air conditioning and LED bulbs that are energy-efficient, skylights allow for natural daylight and windows are strategically placed for the best air flow. Mattresses are made from organic materials; cleaning agents used by housekeeping are biodegradable; toilets and showers are water-saving toilets; and water purifiers use reverse osmosis. Outside, the plunge pool is heated with solar panels and its water, periodically drained and refreshed, is reused for gardening. Every effort is made to preserve the region's flora, and the landscape attracts hummingbirds, doves, blackbirds and other native fauna.

The rate for a week-long stay in Villas Cielo is \$6,500 plus tax for single occupancy, and \$5,750 plus tax for double occupancy. For more information, visit [www.RanchoLaPuerta.com](http://www.RanchoLaPuerta.com) or call 800-443-7565.

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### **About Rancho La Puerta**

Founded in 1940 and the first true fitness resort and spa in North America, Rancho La Puerta, welcomes guests to 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 are 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, U.S.-Mexico border and within an hour and a half drive of downtown San Diego.