

PRESS RELEASE

Scandinave Spa Mont-Tremblant – Celebrating ten successful years and as authentic as ever

Mont-Tremblant, July 2010 – Celebrating ten years as an industry leader, Scandinave Spa Mont-Tremblant is unveiling a major renovation project that will further enhance its exceptional site. Nestled in a magnificent Laurentian forest on the shores of the Diable River, Scandinave Spa Mont-Tremblant is one of the first-ever nature spas in Quebec, and over the past decade, has garnered international acclaim and a reputation as the ultimate relaxation centre.

Improved facilities that respect nature

Committed to the comfort of its clients, and to preserving its exquisite natural site, Scandinave Spa Mont-Tremblant has invested \$300,000 in this latest renewal project. “People come from all around the world to visit us, not only because of the quality of their experience, but also for the sheer beauty of our facilities and surroundings,” says Pierre Brisson, President and general manager. “We are proud of our unique site in the middle of nature and that’s why our reconstruction project is geared to improving the quality of our facilities, all the while reflecting our ongoing commitment to preserving the exquisite landscape that surrounds us.”

The spa’s dry sauna and steam bath have been completely rebuilt, and the reception area has also received a facelift, notably with the installation of a four-sided fireplace that further enhances the cozy, wood-paneled interiors. Adjacent to the foyer, the spa’s former meeting room has been transformed into a relaxation area that features a juice bar.

A success story

In 1998, the spa’s co-founders Pierre Brisson and Benoît Berthiaume and their partners set out to create a Nordic spa in Mont-Tremblant, but their cutting-edge concept was so new for Quebec at the time, they received little financial support from the banks. Instead, through sheer will power and with a few grants for young entrepreneurs, the spa opened its doors in 2000 and quickly became one of the area’s major attractions. Situated only 5 minutes from Tremblant resort, the spa’s unique setting attracts tourists and locals alike who come to relax in every season. Authentic and inspiring, the spa continues a thousand-year tradition of Scandinavian baths in a calm, natural environment that’s second to none.

Scandinave Spa Mont-Tremblant owes much of its success to Quebecers' enthusiasm for relaxation destinations, and to the fact that health and wellness is the fastest-growing segment of the global tourism market. "As part of the wellness revolution, we positioned ourselves from the start as one of the most beautiful natural sites in North America," Brisson says. "Scandinave Spa Mont-Tremblant has been leading this trend for a decade now, and with our ongoing investment in renovations and renewal, we intend to maintain our lead, and continue providing an exceptional experience for our clients."

Pierre Brisson – A visionary entrepreneur

Pierre Brisson is Scandinave Spa Mont-Tremblant's co-founder, and since March 2010, the company's President and general manager. With 25 years of experience in financial and project management, and recently named 'Entrepreneur of the Year' by Community Futures Development Corporation (CFDC), Mr. Brisson is deeply committed to the success of Scandinave Spa Mont-Tremblant, and is focusing on building strategic alliances to achieve the company's long-term goals.

About Scandinave Spa

Established in 1999 in Mont-Tremblant, Quebec, Scandinave Spa specializes in the design, construction and management of spas. The group's second spa in Blue Mountain, Ontario, opened its doors in 2006, followed by another in Old Montreal (the group's first-ever urban spa), winner of the prestigious Prix Intérieurs Ferdie (for Best Spa and Project of the Year, 2009) and a silver Design Exchange Award (Interior Design, Commercial category) and recently, another one in Whistler, B.C. Named one of Canada's Best Spas in 2009 by www.traveltowellness.com (Best Outdoor Experience – Mont-Tremblant and Blue Mountain), Scandinave Spas now rank among the country's quintessential attractions. (www.scandinave.com)

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For more information and interviews, please contact:

PING Communication
Lucie Kechichian
lucie@pingcommunication.ca
Tel: 514-843-4160, ext. 221
Mobile: 514-577-3471