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For Immediate Release

RELAX! MASSACHUSETTS SPAS REJUVENATE ON THE COLDEST OF DAYS

From Day Spas to Stay Spas, Budget or Not, State Offers The Best in Mid-Winter Relaxation

BOSTON, February 18, 2010. There is no better time than now to experience a spa getaway for fighting off the winter blues, escaping the kids and enjoying time alone or with friends.

Massachusetts is home to a high number of exceptional health and beauty spas and wellness centers. Whether you desire an afternoon's pampering or a weeklong rejuvenation retreat with girlfriends, you'll find bliss here no matter how big or small a budget.

"Massachusetts spa getaway packages and deals have expanded to embrace everyone with plenty of ways to help relax and get pampered," said Betsy Wall, Executive Director of the Massachusetts Office of Travel + Tourism (MOTT).

With a variety of resorts, Massachusetts provides lavish settings and round-the-clock service from all natural spas to pampering luxury spas. Whether one is looking for more traditional services including massage, hot and cold tubs, aromatherapy, mud baths or exotic treatments like hydrating body scrubs, ear candling, herbal foot treatments or raindrop therapy massage, it's all here.

MOTT's social networking pages on Facebook (<http://www.facebook.com/pages/Visit-Massachusetts/132857061913?ref=ts>) and Twitter (<http://twitter.com/VisitMA>) provide additional spa getaway suggestions.

The following is just a sampling of locations across the Commonwealth to relax and say "Ahhh" and more can be found at www.massvacation.com

Canyon Ranch (Lenox, MA)

www.canyonranchlenox.com

Relax, refresh and rejuvenate with the ultimate in spa getaways. Guests will experience award-winning cuisine while cultural and outdoor activities in the Berkshires and discover how to lead a healthier, more fulfilled life. Enjoy highly personalized attention as you explore preventive healthcare, life management, nutrition, fitness and spiritual growth and luxuriate in the most lavish spa treatments anywhere. The elegant Bellefontaine Mansion is the serene setting for your all-inclusive stay.

Emerge Spa & Salon (Boston, MA)

www.emergespasalon.com

Emerge is dedicated to providing a grand experience in an environment of unparalleled luxury and sophistication. The highest spa and service standards are available for the benefit clients through exceptional products, cutting-edge technology, incomparable professionals and the sanctuary of an elegant atmosphere.

Aerie House & Beach Club (Provincetown, MA)

www.aeriehouse.com

Aerie House & Beach Club offers a range of accommodations for girlfriends on any budget. Accommodations offer economical rooms to luxury accommodations with fireplaces, complimentary champagne sips upon arrival and outdoor hot tub. Aerie House & Beach Club partners with Jonathan Williams Salon & Spa, which offers Provincetown's widest array of pampering and rejuvenating services including body treatments and massages, hair styling and spa packages. Aerie House & Beach Club guests enjoy a 10% discount on all Jonathan Williams Salon & Spa services.

Stonehedge Inn & Spa (Tyngsboro, MA)

www.stonehedgeinnandspa.com

The Vinotherapy Spa at Stonehedge is a unique hideaway day and wellness spa in the serene woodlands of Massachusetts. The spa offers the perfect respite from stressors of everyday life and features a tranquil private atmosphere designed to calm your inner soul. The unique day spa is its own entity, nestled deep in the serene woodlands of Massachusetts. Offering private parking and tranquil grounds, consider it your own personal oasis.

Lamb and Lion Inn (Barnstable, MA)

www.lambandlion.com

B&B offers a unique craft weekend for woman to team up with a local Cape artist Susan Fernald and create art purses from objects with special meaning to guests. Artist provides the tools to create whimsical and funky heirloom purses. A full schedule of events and activities can be found on the inn's Web site.

Mepal Manor & Spa (New Marlborough, MA)

www.mepalspa.com

The Spa, in collaboration with Comfort Zone, the innovative treatment line from Italy, invites guests to experience extraordinary sensorial journeys and result-based therapies. The 6,000 square foot Spa features four embracing and spacious treatment rooms; ample, quite lounging space, a large outdoor hot tub, a yoga and movement studio, fully equipped locker rooms, with steam, showers, robes, slippers, towels and retail gallery. The Salon is designed to complement the Spa with a Moroccan-inspired, retro design, complete the private entrance and lounge areas.

High Point Inn (West Barnstable, MA)

www.thehighpointinn.com

Voted as a 2005 Top Ten Inn in North America, 2009 InnKeepers of the Year and Best Mid-Cape B&B since 2004, the High Point Inn is a small intimate property with ocean views who cater to discerning travelers who appreciate fine lodging and superb service. Although small in size, the B&B has a mobile spa service with a variety of spa services in guest rooms.

Seasons at the Spa (Auburn, MA)

www.seasonsatthespa.com

Relax and renew with a wide array of spa services including facials, body wrap treatments, massage, hair care and make-up artistry. The Parafango body wrap treatment tones, firms, detoxifies, trims inches, softens stretch marks and revitalizes tired skin. And strong hands and warm basalt stones release stubborn muscle tension and stress for deeper relaxation during a hot stone massage.

Bayside Resort (West Yarmouth, MA)

www.baysideresort-hotel.com

Resort offers a 3 - Day / 2 - Night Package includes luxurious accommodations for 2 in a spacious Deluxe Room, an expanded Continental Breakfast Buffet, and a reserved table at the Moby Dick Pub*. A Girlfriends Welcome Package with Top Fashion and Celebrity Gossip Magazines, 2 Bottles of Wine (Red or White), Snacks, Chocolates, a Disposable Camera, and Discount Shopping Information and Coupons for Outlets, Christmas Tree Shops, and other local shops.

Vinette Day Spa (Scituate, MA)

www.vinettedayspa.com

Escape and indulge in a peaceful ☐ & soothing spa atmosphere while receiving superior personalized attention from highly trained certified & licensed professionals. Age management, facials and massages and many other special services are available. Private party packages are also encouraged.

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The Massachusetts Office of Travel and Tourism is the state agency dedicated to promoting Massachusetts as a leisure travel destination and to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel related businesses. MOTT serves as a leader in the tourism industry, bringing together the public and private sectors to promote Massachusetts as a leisure travel destination. For more information about MOTT visit www.Massvacation.com