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## Media Release

### No embargo

Bolton Centre, Thursday, February 12, 2009

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### **BOLTON FALLS SPA OFFERS HOT, COLD AND RELAXATION ó TEEN STYLE!**

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Bolton Falls Spa is showing its innovative flair once again as it becomes one of the first spas in Quebec to welcome young people aged 12 and up.

As of February 18, Bolton Falls Spa will hold Parent ó Child evenings for young people aged 12 and up accompanied by a parent. This option is available on Wednesdays, Thursdays and Fridays beginning at 5 p.m. for the price of \$19.95 for a child and \$27.00 for the parent. "Polar baths and massage therapy are as beneficial for children as they are for adults," explained owner Claude Provost Jr. "I discovered the virtues of dry saunas and massage therapy at a very young age ó at the Palestre Nationale, with my father, a former Montreal Canadiens player," he added.

While polar baths are becoming increasingly well known in Quebec, they are part of everyday life for Europeans, especially Scandinavians, and have been for several hundred years. The benefits of polar baths, alternating hot, cold and relaxation, are many:

- Elimination of fatigue and stress ó the sauna calms nerves and provides undeniable relaxation
- Stimulation of blood circulation ó heat from the sauna dilates the blood vessels and the cold water contracts them momentarily
- Elimination of toxins from the body ó ideal for skin problems and acne
- Cleansing of the skin ó the heat of the sauna removes dead skin
- Muscle relaxation and elimination of muscular tension
- Relaxation of the body and mind, promoting better sleep.

"Considering these benefits, it's easily to imagine why I'm interested in having young people discover this activity. Whether to reduce stress, acne, hyperactivity or fatigue, parents and their children have much to gain by experiencing the baths at the Bolton Falls Spa," said Provost.



In order to share his passion for polar baths and massage therapy with young people ages 12 and up, the owner of the Bolton Falls Spa has had to put new procedures in place. Despite the current economic situation, we're pleased to have created the position of *Spa master* to ensure safety and respect for the rules. It's important to mention that children must be under the supervision of their parents throughout the facility and at all times. Young people also have the option of having a duo massage with their parent, added Claude Provost Jr., the spa's founder.

Bolton Falls Spa was one of the first spas established in Quebec and offers massage therapy and polar baths. It has been in operation since November 2001 and currently employs 16 full-time staff and 40 massage therapists. Located at the foot of the Missisquoi River waterfalls in Bolton Centre, the Spa is one of the most beautiful natural settings for a spa in Quebec and welcomes more than 45 000 visitors per year.

Photos of the site and the polar bath experience are available upon request.

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