

FOR IMMEDIATE RELEASE

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**THE GOLF PERFORMANCE TREATMENT AT WILLOW STREAM THE SPA AT
FAIRMONT SCOTTSDALE**

SCOTTSDALE, Ariz. (2009) – The truly unique Golf Performance Treatment at Willow Stream Spa at the AAA Five Diamond Fairmont Scottsdale is an innovative approach to sports treatments. Golf is just as much mental as it is physical and this treatment addresses both the mind and the body.

Using a unique coupling of tissue manipulation and PNF stretching, Willow Stream has created an entirely new therapy that provides greater rotation and fluidity in the golfer’s swing. This new therapy does not merely piggyback massage and stretching, but instead combines them in a whole new manner that forms a therapy that is greater than the sum of its parts. The joints receive much needed attention while the muscles are massaged and stretched inside and out on micro and macro levels. As an added benefit, due to the unique way that the muscle are massaged, the client is not left feeling sore and worked over the next day.

This treatment also provides an advanced approach to sports performance geared specifically toward golfers. While this is an excellent 60-minute treatment for relief from the rigors of the game, its main focus is on improving rotational flexibility and fluidity.

Upon surveying many golf pros and enthusiasts it has been determined that free and easy, full range of motion, is the most important physical aspect of the game.

The main goal in the Willow Stream Golf Performance Treatment is to assure that the body does not hamper the intentions of the mind. To achieve this, the therapists at Willow Stream take a rather unique approach by looking at the miraculous architecture of the body and using an advanced understanding of kinesiology, removing any hampering from its form. Therapists work from the bottom up and from the outside in with an emphasis on increasing rotational flexibility.

This signature Willow Stream Golf Performance Treatment is endorsed by professional golf instructors and professional golfers alike for the unique impact the treatment has on the athlete’s body.

The Golf Performance Treatment can be experienced before or after a game of golf. For pricing and reservations visit www.fairmont.com/scottsdale.

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Golf Performance Treatment at Willow Stream

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The Fairmont Scottsdale:

Set against the backdrop of Arizona's McDowell Mountains, the AAA Five-Diamond Fairmont Scottsdale reflects its Southwestern setting with Spanish colonial-style architecture, expansive plazas and lush, flower-filled gardens. The resort features 649 oversized guest rooms, including 69 new Fairmont Gold rooms and suites, five heated swimming pools, the luxurious 44,000 square-foot Willow Stream – The Spa at Fairmont and championship golf at the adjacent TPC of Scottsdale's Stadium and Champions courses. Dining options include BOURBON STEAK, a contemporary new steakhouse by Chef Michael Mina, and The Grill, which offers seafood and chops with stunning views overlooking the 18th green at the TPC of Scottsdale Stadium Course. Also new is Stone Rose, a contemporary lounge presented by nightlife entrepreneurs Rande Gerber and Scott Gerber. For information or reservations, please call 1-800-344-4758 or visit www.fairmont.com/scottsdale.

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