

Spa Getaway Auction Site Launches in Ontario **PRESS RELEASE**

A win-win solution for spa owners and spa-goers

FOR IMMEDIATE RELEASE

Toronto, Ont., - July 6, 2009 – *Spalotto.com, set to launch on Monday, July 13th, 2009* is a spa getaway auction site designed with the flexible traveller in mind. Jim Corcoran, owner of Ste. Anne's Spa, founding president of Ontario's Finest Inns and the creator of the site is offering not only his own accommodation and spa getaway experiences on the site, but many of his competitors as well. Spalotto.com works very similarly to some of the popular auction sites like *luxurylink.com*, or *priceline.com*, but everything on the site focuses exclusively on the spa and wellness experience.

"Ste. Anne's has run a program called Spa Lotto for the past number of years that allows subscribers of our e-newsletter a chance to win spa services for free. Spa Lotto, which is offered once a month, is very popular amongst our client base and literally we have to staff additional people on the phone lines when we run it. Spalotto.com is an extension of this, allowing clients a chance to possibly scoop up a spa getaway for a much lower rate than normal." explains Corcoran.

Spalotto.com is not a new idea for Corcoran. He has wanted to create such a site for a number of years, but could not find software that was compatible with the concept of selling an all-inclusive getaway experience. The fickle economy certainly has made it a perfect time to launch the site as both spas and clients can benefit from it financially.

"Even though the spa industry may not be effected by the economy as much as some other businesses, we all have accommodation or spa services or spa packages that become stale once the date comes and goes. Spalotto.com allows spa owners to fill those holes with guests who otherwise would not be able to visit." Corcoran says.

To use the site you must have a valid credit card or paypal account, a bit of a gaming spirit, and some flexibility in terms of being able to get away. There are both date-specific getaways and getaway "certificates" that do not specify what date they can be used, but most likely have block out periods on them. As well, some spa related retail items and individual spa services will be available.

Ste. Anne's Spa is an industry leader, consistently being on the cutting edge of spa and wellness trends and topics in Canada. Ste. Anne's Spa is a four diamond property and has been in operation for 18 years and has been voted Canada's favourite spa for 4 consecutive years, by Manhattan-based SpaFinder Magazine. *SpaLotto.com* is a reflection of the spa's commitment to "bring the power of healing touch to the world", by offering creative ways to make a trip to the spa an attractive option for everyone.

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