MEDIA RELEASE

Media Contact:
Glen Ivy Hot Springs
Laura Nichelson
Laura.Nichelson@glenivy.com
951.277.3529 ext.1015

GLEN IVY TEAMS UP WITH PRIMAVERA TO SUPPORT CRUELTY-FREE PRODUCTS AND BEAGLE FREEDOM PROJECT WITH BEAGLE BLISS SPA DAY

CORONA, California – June 21, 2013 – Animal testing and experimentation is an issue that stirs up much emotion and debate for animal rights advocates, consumers and related industries. One little-known fact related to this issue is: beagles, because of their friendly and trusting nature, are a favored breed used for product testing. Although some research facilities do seek homes for these animals post-laboratory, organizations like Beagle Freedom Project take further steps to find these beagles loving homes and most importantly, to educate the public on the related facts.

To bring awareness to this especially important issue in the spirit of stewardship, Glen Ivy partnered with Beagle Freedom Project and PRIMAVERA to host Beagle Bliss Spa Day on April 27. During the one-day affair, guests were able to interact with rescued beagles and Beagle Freedom representatives to learn more about the effects of animal testing and how to help make a difference. Jim Root, CEO and President of Glen Ivy Hot Springs, sees this opportunity as a social responsibility for the spa industry, stating, “As stewards of health and wellness, it’s important to consider the origin and manufacture of the products we provide to our guests. We do what we can to provide products that are ethical and socially conscious and take pride in providing an engaging opportunity for our guests.”

As part of the event, the Hot Springs donated a portion of every Taking the Waters admission to Beagle Freedom Project, and the initiative was matched by PRIMAVERA, a natural skin care line committed to a 100% no animal testing policy. In addition, guests also contributed private donations in support of the cause and many inquired on adoption of the rescued beagles. Most importantly, guests were informed on this social issue, as many were not aware of the facts surrounding animal testing and the importance of cruelty-free products.

PRIMAVERA takes an industry-leading stance against the use of products tested on animals. As President Mark Wuttke noted, “PRIMAVERA upholds a firm position against animal cruelty. We simply won’t stand for it and go above industry and legal requirements to ensure that neither our final products nor their individual ingredients have ever been tested on animals.
**About Beagle Freedom Project**

*Beagle Freedom Project* is an organization dedicated to the rescue of beagles used in animal experimentation in research laboratories and the education in awareness of animal testing and animal cruelty. Started by Shannon Keith in December 2010, Beagle Freedom Project is a service of Animal Rescue, Media and Education (ARME), a non-profit advocacy group created to eliminate the suffering of all animals through rescue, public education and outreach. Beagle Freedom Project works with research facilities to find suitable homes for these beagles, which is a popular breed for testing due to their friendly and trusting nature. To learn more about Beagle Freedom Project or how to adopt or foster a rescued beagle, visit [www.beaglefreedomproject.org](http://www.beaglefreedomproject.org).

**About PRIMAVERA**

At the heart of *PRIMAVERA* products are natural and organic ingredients. From face and body care to wellness therapies and products for the home, PRIMAVERA is grounded in the healing properties of pure plant oils. Developed over 25 years ago in the Alpine foothills of southern Germany, the brand has long been a trusted resource in Europe. It is currently available at top North American spas including Glen Ivy Hot Springs in Corona, Calif. For more information, please visit [www.PrimaveraLife.com](http://www.PrimaveraLife.com) or connect on Facebook.

**About Glen Ivy Hot Springs**

Established in 1860 and nestled at the base of the Santa Ana Mountain Range in Corona, California, the beautiful, lush grounds of Glen Ivy Hot Springs stretch across 12 acres and include 19 pools and whirlpools to enjoy, including the historic mineral baths. The Hot Springs also include botanical gardens, a labyrinth for self-reflection, and a variety of daily classes and programs, as well as quiet places and gathering areas where guests can relax, renew and re-engage. The unique “social” spa experiences at Glen Ivy include Club Mud, California’s only therapeutic red clay mud bath, Under the Oaks, where guests can enjoy outdoor massage below a ceiling of oak tree branches, and The Grotto, a rich body moisturizing treatment in a unique underground environment. Your dining experience has also been thoughtfully planned with Café Solé, a full-service restaurant highlighting a seasonal selection of locally-sourced cuisine made by award-winning Executive Chef Bill Wavrin.

In 2002 Glen Ivy expanded its operations into Brea, California opening a location at the Brea Mall offering professional massage and body treatments, facials, nail care, waxing and mineral make up application.

Welcoming some 200,000 guests per year while employing a workforce of 300 plus, Glen Ivy engages with active Facebook, Blog and Pinterest communities and was featured as a Best Spa in 2012 by the Orange County Register, Press Enterprise, Los Angeles Daily News and Inland Empire Weekly newspapers as well as American Spa, Organic Spa, Parenting OC and Inland Empire Magazines. For more information please visit [http://www.glenivy.com/](http://www.glenivy.com/)