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For Immediate Release
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MENDOCINO COAST'S ELK COVE INN OPENS FULL-SERVICE SPA ON VALENTINE'S DAY

MENDOCINO, Calif., February 3, 2003 -- The Elk Cove Inn announces the grand opening of its new full-service European-style spa on Valentine's Day.

Guests of the Elk Cove Inn, visitors and local residents can now escape from the stress of daily life to a secluded day spa overlooking the Pacific Ocean.

The spa is the only facility on the Mendocino Coast that offers a complete wet room with a Jacuzzi bath, sauna, and aromatherapy steam shower, allowing guests to gently remove products after all-over body treatments. It is handicapped accessible and features warm apricot and rose tones with handcrafted copper sconces, skylights and an intricate custom-patterned tile floor warmed by radiant heat.

To celebrate the opening, the Elk Cove Inn is offering a "Coastal Indulgence Getaway" package and an incentive for spa clients to return for a second visit.

The Coastal Indulgence Getaway includes two nights accommodations, relaxing massages for two in the new spa, plus a choice of mini-facial or dry brush and salt glow skin treatment. Prices range from \$575 per couple for a cottage to \$700 for a luxury suite. The package is valid seven nights a week through June 30.

Clients who purchase spa services between Feb. 14 and March 31st receive a 20 percent discount off of services on their second spa visit.

"We want the spa to be a healing sanctuary," says Elk Cove Inn Spa Director Iris Hawkins. "Guests will completely relax and feel like their souls are nurtured."

Hawkins and her team of certified body therapists draw from many therapeutic traditions and techniques. They relax the knottiest shoulders, soothe the tightest lower backs, stimulate circulation to sore muscles and exfoliate skin making it as soft as a baby's.

The Elk Cove Inn Spa offers body treatments ranging from individual and couples massages to skin treatments including facials, brush and glow exfoliation, acupuncture and aromatherapy facelifts as well as mud and seaweed wraps using Mendocino seaweed. The staff, which often blends its own massage oils and spa treatment products, works with only natural, organic and environmentally friendly products, including Zia and Eminence skin care lines, Oshahdi essential oils and Traumeel homeopathic ointment. Many are available for purchase.

The Elk Cove Inn Spa will operate daily from 9 a.m. to 8 p.m. For appointments, gift certificates or more information, contact 800.275-2967 or www.elkcoveinn.com.

Elk Cove guests may also enjoy massage by appointment in their rooms.

About the Spa Director & Staff

Along with her personal warmth and a real sensitivity to her clients, IRIS HAWKINS brings 16 years of bodywork experience and extensive training to the task of directing Elk Cove's spa program. In addition to being a certified massage therapist, she holds certifications from the Reiki Foundation and Ortho-Bionomy Foundation and has completed apprenticeships in CranioSacral therapy, herbalism, and aromatherapy.

Other staff members include:

CHRISTINE ESTERS, a certified vibrational kinesiologist, vibrational massage therapist, aromatherapist and colon hydrotherapist;

ELLA RUSSELL, a certified Trager® practitioner;

KARIN UPHOFF, a massage therapist with advanced studies in spinal balancing, shiatsu, foot reflexology, Trager® and a yoga instructor and herbalist;

SAMANTHA NAYLOR, a French skin-care specialist who has worked at Spa Radiance in San Francisco and Georgette Klinger in Beverly Hills.

About the Elk Cove Inn

Perched on a cliff above a mile-long stretch of unspoiled beach and tucked away in the tiny hamlet of Elk, 150 miles north of San Francisco, minutes from the village of Mendocino, the Elk Cove Inn has 15 luxurious accommodations. The inn's suites, cottages and Victorian rooms feature spectacular ocean or cypress forest views, private baths, fireplaces, and down comforters and featherbeds. Guests enjoy full buffet breakfasts and afternoon hor d'ouvres served in the oceanfront dining room, cocktails in the bar, and an outdoor hot tub. The Elk Cove Inn was voted as one of America's "Best Inn or Bed & Breakfast in the U.S.A." in the 2003 Book of Lists published by Arrington's Bed & Breakfast Journal.

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