



For Immediate Release

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COUPLES RESORTS HELPS GUESTS ACHIEVE NEW YEARS RESOLUTIONS IN 2010

OCHO RIOS, JAMAICA – November 3, 2009 – Every year, millions of people make New Year’s resolutions to lose weight, eat healthy or spend more time with those they love. The problem for some, however, is when it comes to traveling maintaining those healthy habits while on vacation can be difficult. Therefore, more and more Caribbean resorts are now trying to provide healthy and active options for travelers who want to stay fit as well as strengthen their relationships in the New Year. In Jamaica, [Couples Resorts](#) provides its guests with amenities like state-of-the art work-out facilities, vegetarian dining options and couples activity classes, all to ensure that they don’t feel indulging in a little rest and relaxation means they have to abandon their New Year’s resolutions.

“After being in the travel industry for 28 years, I have seen firsthand this interesting transition among our guests, where they are now much more vocal about not coming back from a vacation five pounds heavier,” said Randy Russell, Chief Romance Officer®, and Senior Vice President of Sales and Marketing at Couples Resorts. “At Couples Resorts we are trying to help our guests by creating an environment where they can renew their mind, body, spirit and relationships, with healthy options, fun new exercise experiences and couples activity classes that help them grow closer.”

All of the Couples Resorts properties offer fitness centers, but Couples Swept Away’s 10-acre fitness complex in Negril is one of the largest in Jamaica. In addition to state-of-the-art workout equipment, each fitness center features classes taught by instructors from Fitbodies in New York, who specialize in body shaping, yoga, Pilates and abdominal workouts. Other popular classes for those looking to grow a little closer are Soca dance classes, cocktail mixology and the [Couples Resorts signature massage course](#). Here, couples learn the art of a romantic massage and how to help their partner relax after a hard workout. Finally, those looking to work-out on the court instead of in the gym can play a little tennis with one of Couples Resorts’ visiting international tennis instructors from Professional Tennis Registry. The pros at this global organization of tennis teachers and coaches visit the resorts in Ocho Rios and Negril to conduct camps and classes on a regular basis.

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Guests looking to stick with a lighter diet while traveling will find it easy to do so thanks to Couples Resorts Corporate Executive Chef Stefan Spath. Chef Spath has ensured that at least 85 percent of the ingredients used at Couples Resorts are either locally grown in Jamaica, or come from the organic gardens at each of the resorts. In addition to organic options at each of the properties' gourmet restaurants, guests can also find healthy meals and snacks at any of the resorts' veggie bars. Couples Resorts veggie bars feature items like lemony hummus, spinach and sun-dried tomato wraps, palm heart dip and invigorating [smoothie recipes](#) designed to detoxify and reenergize the body.

For a full listing of each property's menu and activity options that will help travelers keep their New Year's resolution, visit www.couples.com.

Product images are available; please contact Kate Kohler at kkohler@bvk.com.

About Couples Resorts

Couples Resorts, headquartered in Montego Bay, Jamaica, owns and operates four properties in Jamaica – Couples Tower Isle, formerly Couples Ocho Rios, the first-ever couples only all-inclusive resort; Couples Sans Souci; Couples Swept Away; and Couples Negril. Pioneered by the legendary Abe Issa, "father of Jamaican tourism," each Couples Resort is an unsurpassed model of the all-inclusive concept, boldly designed with local inspiration to create a harmonic sense of nature and authentic Caribbean spirit. For over 31 years, Couples has delighted guests and refined the Caribbean all-inclusive resort experience by providing unparalleled service, exceptional dining experiences and exclusive added value inclusions. For further information, call 1-800-COUPLES or visit www.couples.com.

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