

For more information contact:

Rayce Jonsrud/760.329.6404/rayce.jonsrud@gmail.com

***Wildly Popular 'Spa Tour' Event Returns to
Desert Hot Springs
February 2nd, 2012***

Tickets go on Sale Online December 1, 2011

Desert Hot Springs, Calif., (Oct. 15, 2011) — Spa enthusiasts from around the country are already making plans for a return to the 3rd Annual Desert Hot Springs "***Spa Tour***" a fun and experiential evening of tours of major mineral water spa facilities in Desert Hot Springs, California – dubbed by travelers "*The Healing Mineral Springs Capital of California*" – on Thursday, February 2nd, 2012 from 4 – 9pm.

Jointly produced by the DHS Chamber of Commerce, Cabot's Pueblo Museum and the Hoteliers Association, the event begins with a complementary wine, beer and a "Taste of Desert Hot Springs" reception at the historic Cabot's Pueblo Museum, a landmark location homesteaded in the 1920's by Desert Hot Springs founding father Cabot Yerxa. Beverage service will be provided by BarOne Catering and the Bend Distillery, makers of Crater Lake Vodka, will be sponsoring the spirits for the event and local restaurants will be serving their favorite heavy appetizers.

Attendees may choose to visit the various Spas by Premium Motor Coach, or guide themselves with a supplied map of all the participating Spas. The Premium Motor Coaches will originate at Cabot's Museum, located at 67-616 Desert View Ave (just a few blocks (small e) East of Palm Drive) following a complimentary reception and brief presentation about Desert Hot Springs' award-winning hot natural mineral waters and their legendary discovery by Cabot Yerxa. Discounted Tickets will be available at www.visitdeserthotsprings.com beginning on December 1st through January 2nd and will be priced at \$15 for Self Guided and \$20 the Premium Motor Coach Tour. From January 3rd – February 2nd, any remaining tickets will be available for the regular price of \$20 and \$25, respectively.

In addition to the Spa Tour itself, the event will include fabulous giveaways donated by each of the participating Spas. Over \$10,000 in prizes have been donated this year, and that includes the Grand Prize provided by Two Bunch Palms Resort and Spa. The Grand Prize will be two nights in a beautiful Suite, two world famous Spa Treatments and dinner for two at their fabulous Casino Restaurant. Other prizes include a wide variety of exclusive, world class spa services and overnight stays that are sure to make this an exciting raffle at the After Party. More than 15 Spa will be participating and each will feature Resort Tours, Refreshments and a limited number of complimentary "Spa Amenities" that will be handed out to attendees. Each Spa will also contribute some combination of free stays, massages and/or other wonderful gifts to be raffled off at the conclusion of the event. Please visit www.VisitDesertHotSprings.com for

more information, including a complete list of participating mineral spring resorts

“This was such a great event the last two years but we’re looking forward to an even better time at this year’s Spa Tour.” said Judy Bowman, Hotelier’s Association President. “Because of the incredible demand, we are offering more tickets this year but if history is any indication, this event will, for the third straight year in a row, sell out. We urge the public to get their tickets at their earliest convenience”.

“Free Spa Tour Tickets”

The first Spa Tour tickets will be available to Guests wishing to stay overnight on the night of the event. Participating spas are offering special discounted packages that include free Spa Tour tickets and a discounted nights stay on the evening of Thursday, February 2nd. Further discounts for continuing a stay through the following weekend are also available. To take advantage of this exceptional offer go online (www.visitdeserthotsprings.com) to see a list of participating spas and mention “Spa Tour 2012” when booking a reservation.

After Party

This year, all Guests are also invited to the After Party at Miracle Springs Resort & Spa. There will be hors d'oeuvres from the legendary Capri Restaurant, complimentary wine tasting, the raffle prize drawing and DJ music. Miracle Springs Resort and Spa is located at 10625 Palm Drive, Desert Hot Springs, CA 92240.

Proceeds from “Spa Tour 2012” will be split between two much deserving local charities, The Camp of Champions A & M, Inc. and the local Marine Corp Junior ROTC Program. The Camp of Champions offers free rewards based soccer clinics for elementary and middle-school students in Desert Hot Springs and throughout the Coachella Valley and The Marine Corp Junior ROTC program provides scholarships to every cadet who continues his or her education after high school. Each is a registered 501(c)(3) non-profit organization each of them make considerable and measureable contributions to the quality of life both here in Desert Hot Springs and the rest of the Coachella Valley.

Note to Media:

A limited number of passes and complimentary spa hotel rooms are available for qualified media who are on assignment and wish to cover the event. For information contact Lea Goodsell at 760.774.2999 – lea@goodsellgroup.com

Built on a large underwater mineral springs aquifer, Desert Hot Springs has more than 20 boutique resorts, most of which offer spas, pools and Jacuzzi’s filled with the therapeutic, relaxing water from hot mineral springs deep beneath the ground and cooled to a comfortable temperature. Pure and odor-free, the water has a silky quality. In fact, Spa Magazine referred to the pools at The Spring as “instant bliss”. With themed resorts that range from just four rooms to 110, you’re sure to find a style and size that’s perfect as your own healing hideaway.

#