



For Immediate Release
Media Contacts:

McNeil Wilson Communications
Bernie Caalim at 808-531-0244 / bernie.caalim@mwc-anthology.com
Noreen Kam at 808-531-0244 / noreen.kam@mwc-anthology.com

Make A Splash, Mermaid Style **With Ihilani Spa's New "Fin to Fitness" Workout**

Guests Will Kick Up Their "Fin" in Unique Aquatics Class

Ko Olina, Oahu, HI (December 10, 2010) – Imagine swimming with a mermaid, gliding through serene waters under the Hawaiian sun. That experience is coming to life as the award winning, oceanfront [JW Marriott Ihilani Resort & Spa](#) introduces a unique aquatics workout program inspired by the mermaid called "Fin to Fitness."

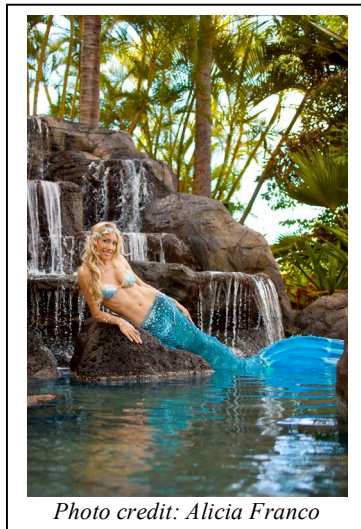


Photo credit: Alicia Franco

Conducted at the [Ihilani Spa](#)'s lap pool, this distinctive fitness class is part of the revitalized spa's concept and theme of 'Healing by the Sea.' "The workout is great for both women and men as it is designed to utilize the whole body with a concentration on the core – abdominals, back, legs and butt for a sleeker physique," said Robin Desha, director of Ihilani Spa, which re-opened after a complete transformation in November 2010. "In addition, the water is easy on the joints, minimizing the impact to the body."

Led by Instructor Mermaid Kariel, the hour-long "Fin to Fitness" class is offered in a private group setting for up to 10 people. In the first half, guests will be on the pool deck, warming up, stretching and receiving instructions on proper swim techniques.

During the last half of the class, guests will wear a monofin and swim in the water under the guidance of Mermaid Kariel and her assistant. They will learn the Dolphin Kick, a competitive underwater swim technique that emulates how a dolphin cuts through the ocean. The session will burn approximately 300-700 calories per hour and, along with providing a workout, help guests learn balance, coordination and agility.

"Fin to Fitness" is offered every Wednesday at 11:00 a.m. exclusively at Ihilani Spa. The class costs \$25 per person and is open to guests ages 16 and above.

-more-

"Fin to Fitness" is the creation of Mermaid Kariel, who moved to Hawaii from Oregon in 2009, fulfilling her lifelong dream of being a living mermaid. To achieve that mermaid image, she makes her own custom tails, handcrafting them from recycled or used wet suits and eco-friendly paints. It took her 350 hours to construct her one-of-a-kind pink tail and over 400 to make a blue tail. Kariel is certified in First Aid and CPR (infant, child and adult) and is qualified as a PADI Advanced Open Water Diver and an AEA Aquatic Fitness Professional Trainer.

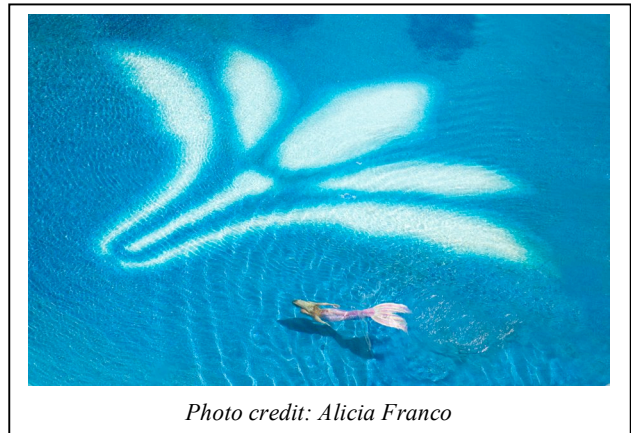


Photo credit: Alicia Franco

Among the first "Fin to Fitness" students were two friends visiting from Oregon. "It felt like a great workout and it's much harder than just swimming. The class went by quickly because it was so much fun," said Liz Ketler. "It was really fun learning this new exercise. I'm excited to get my own monofin and try it out when we return home," added Lark Reece.

To reserve a space in "Fin to Fitness," please contact Ihilani Spa at 808-679-3321 or visit www.ihilanispa.com.

About JW Marriott Ihilani Resort & Spa

The luxurious JW Marriott Ihilani Resort & Spa at Ko Olina offers 387 spacious guest rooms including 36 suites, which are being completely transformed to feature a residential resort look-and-feel and upgraded amenities including a 42-inch flat screen LCD TV. The AAA Four Diamond award winning resort fronts the first of four lagoons in the 640-acre Ko Olina Resort & Marina, offering the island's most complete resort experience with a relaxed Hawaiian elegance and gracious, warm personalized service. The resort is ideal for meetings and weddings with a total of 77,694 square feet of outdoor and indoor meeting space, including the newly expanded 15,600-square-foot Hukulani Ballroom. Resort activities include 18 holes of championship play at Ko Olina Golf Club, tennis courts with ocean views and a variety of restaurants showcasing unique and distinctive island cuisine, including the AAA Four Diamond award winning Azul restaurant. The world-class Ihilani Spa, voted one of the "Top Spas in the World" by readers of *Conde Nast Traveler* and *Travel + Leisure* magazines, has been completely redesigned with a new layout, couple's treatment room, the brand new *Ho'ouanea* suite for private events, and a 24-hour fitness center. Ihilani Spa is internationally renowned for its full complement of invigorating body treatments and massages, using products harvested from the honua (earth) and the moana (ocean) here in the islands. The resort recently ranked as one of the "Top 15 Hawaii Golf Resorts" by *Conde Nast Traveler*, one of the "World's Best Hawaii Resorts" by *Travel + Leisure*, and number one in the *Honolulu Star-Advertiser's* "Best of the Best Hotel & Resort" poll voted by island readers.

About JW Marriott

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that their guests have the time to focus on what is most important to them. Currently, there are 45 JW Marriott hotels in 19 countries; by 2013 the portfolio will encompass 73 properties in 28 countries.

About Marriott International

Marriott International is a leading lodging company with more than 3,400 lodging properties in 68 countries and territories. Marriott International operates and franchises hotels under the Marriott, JW Marriott, The Ritz-Carlton, Renaissance, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn, SpringHill Suites Inn and Bulgari brand names; develops and operates vacation ownership resorts under the Marriott Vacation Club, The Ritz-Carlton Destination Club, The Ritz-Carlton Residences and Grand Residences by Marriott brands; operates Marriott Executive Apartments; provides furnished corporate housing through its Marriott ExecuStay division; and operates conference centers. The company is headquartered in Bethesda, Maryland USA, and had approximately 137,000 employees at 2009 yearend. It is recognized by Fortune magazine as one of the best companies to work for, and by the U.S. Environmental Protection Agency (EPA) as Partner of the Year since 2004. In fiscal year 2009, Marriott International reported sales from continuing operations of nearly \$11 billion. For more information, please visit our web site at www.marriott.com

###