

A New Year – A New You  
January 2012

Health and wellness businesses in Ashland are working together for the first month of 2012 to make it easier for area residents to turn over a new leaf and increase their healthy choices.

Through the “A New Year – A New You” Ashland program, participants can take advantage of steep discounts at wellness-related businesses during January to get fit, lose weight, and manage stress – three of the top New Year’s Resolutions made by people across the U.S.

"We have a lot of students who return to the yoga studio in January looking to lose that extra 10 lbs. or deal with stress," said Charmaine Swan, yoga instructor and owner of Ashland Yoga Studio. "So it's great to be a part of this exciting cross-promotion between Ashland area wellness businesses to provide some discounts and incentives for making that commitment."

First, obtain a promotional “A New Year, A New You” discount card from a participating Ashland business by making a qualifying purchase from the Ashland Yoga Studio, Escape By The Lake, Solstice Outdoors, Chequamegon Health and Fitness, or the Chequamegon Food Co-op.

With the discount card, get 10 percent off a purchase of \$50 or more at the Chequamegon Food Co-op; a discounted \$156 six-month prepaid membership package at Chequamegon Health and Fitness (regularly \$39/month); 10 percent off a 10-class pass at the Ashland Yoga Studio; a free 18-ounce Klean Kanteen bottle with a purchase of \$50 or more at Solstice Outdoors (while supplies last); and \$10 off any service or product with a purchase of \$50 or more at Escape By The Lake.

Once you’re done using your card for the month, fill out your name, address, and phone number on the card and enter the card into a drawing for one of many free gifts offered by these businesses, and Memorial Medical Center, to help make your New Year’s Resolutions reality. These gifts include a free one-year membership at the Chequamegon Health and Fitness Center, two free metabolic tests and one-on-one consultations with a registered dietician at Memorial Medical Center, a gift bag of goodies from the Chequamegon Food Co-op, a \$100 family hair care package of Aveda products from Escape By The Lake, a free snowshoe package (snowshoes, pole, and gaiters) from Solstice Outdoors or a free month of yoga classes at Ashland Yoga Studio.

“Memorial Medical Center is donating two metabolic tests and 1:1 consults with our registered dieticians because the first step to being healthy is having the tools and information needed to set realistic goals,” said Rebecca Crumb-Johnson, registered dietician at Memorial Medical Center. “The metabolic test provides personalized, accurate information about your body’s specific needs and what changes need to happen to lose or maintain weight. We then use this information to help you set goals and map out a plan so you experience real success.”

The more dedicated you are to following through on your New Year’s Resolutions, the more savings you will realize with “A New Year – A New You,” said Krista Bloomquist, the interim general manager at the Chequamegon Food Co-op.

“We are surrounded by wellness resources in our community,” Bloomquist said. “We want to do what we can to make these resources accessible and help area residents take steps to be healthy in 2012.”