

## THE SPA AT ARMATHWAITE HALL STEPS UP TO THE CHALLENGE

Armathwaite Hall Country House and Spa joins the national campaign to get the nation Moreactive4life. As part of Moreactive4life national six week campaign, The Spa, on the Shore of Bassenthwaite Lake, is providing free access to their trained exercise professionals and facilities, by offering the opportunity to join free fitness assessments, walking groups and weekly gym classes.

Results from a survey conducted by the Fitness Industry Association (FIA) released 10<sup>th</sup> June 2009, revealed that almost one third of the nation is inactive with over 80% doing less than the governments recommended 5x30min per week\*. The research conducted by You Gov on behalf of the FIA has prompted dramatic action from the fitness industry to help get the nation more active.

Andree Deane, CEO, FIA comments: "Given the fact that almost 90% of the nation live within two miles of a gym and that exercise is good for you, makes you feel good and makes you look good, we realise that we have a serious role to play... almost 80% of the adults aren't regularly active... Our Aim is to get at least 80,000 people more active..."

The Spa at Armathwaite Hall intends to show how exercise can be fun and easily integrated into everyday life by providing:-

- 1) Walking groups – meeting at the gym for a group walk through the local countryside
- 2) A six week in-gym programme which will include a range of different activities guided by fitness professionals
- 3) Free day gym passes

Jenni Paling Operations Manager at The Spa at Armathwaite Hall comments: "the campaign is designed around the fact that it takes approximately six weeks to form a habit. Our goal is to make everyone who responded to the Moreactive4life challenge and walks, feel motivated and supported by our highly skilled fitness professionals. We want them to keep being active

and make it part of their life at the end of the six weeks. When they start to feel and see the benefits of being more active they won't need any added incentive!"

Free fitness gifts will be available throughout the campaign including pedometers, workout t-shirts and try before you buy offers. All the above options have limited places and will run from 3<sup>rd</sup> August 2009 until 7<sup>th</sup> September 2009; the program will run on a first come first served basis and prior booking is essential. For further information please contact the Moreactive4life website [www.moreactive4life.co.uk](http://www.moreactive4life.co.uk) or call 017687 88900 and speak to Darren or Jenni.

\*Survey Commissioned by the FIA questioned based of 2072 people

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#### About Armathwaite Hall Country House and Spa

One of the original stately homes of England Armathwaite Hall Country House Hotel and Spa is as romantic as the surrounding countryside. This Luxury 4 star Lake District Country House is magnificently set in the secluded splendour of 400 acres of deer park and woodland, bordered by the beauty of Bassenthwaite Lake and framed by the dramatic Skiddaw Mountain and Lake District fells.

The Spa at Armathwaite Hall is open to locals as well as residents, with the choice of physical exercise or relaxation. The current facilities include: 16 metre infinity edge pool, thermal suite including hydrotherapy pool, steam room, sauna room, aroma room, heated bench and experience showers, outdoor hot tub, wallow pool, state of the art gymnasium, exercise studio, 'hush' tranquillity room, holistic salon, ten treatment rooms including a couples room and outdoor sensory garden.

The new Court Yard Bar and Brasserie which opened in July 2009, is open daily from 10am to 10pm, serving informal food from cappuccino to contemporary dining. The outstanding design and modern décor creates an inviting and relaxed atmosphere.

#### Contact details for Armathwaite Hall Country House and Spa

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## About Change for Life

Change4life is a lifestyle revolution supported by the government, leading charities, commercial partners and individuals aimed at encouraging families to eat well, move more and live longer to help stem the rising tide of childhood obesity in England. More information on Change4life can be found at [www.nhs.uk/change4life](http://www.nhs.uk/change4life) or by calling 44 (0)300 1234567