



PRESS RELEASE FOR IMMEDIATE DISTRIBUTION

## **THE NORDIK GROUP UNVEILS ITS PROGRESS ON THE WHITBY SPA**

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**GATINEAU, OCTOBER 10, 2017** - The Nordik Group's plan to develop a third Spa-Nature next to Cullen Central Park in Whitby is progressing. The team is excited to inform the public of the various steps that must be taken before construction can begin.

### **NEXT STEPS**

Currently, the Nordik Group team is focusing its efforts on finalizing the studies and reports needed to submit a complete site plan application to the Town of Whitby (the Town), which will take place on October 30. Once submitted, the application will be reviewed by the Town to ensure that it meets the Town's zoning by-law and is consistent with the Town's urban design principals. Approval of the site plan application is anticipated to be received in the first quarter of 2018, with construction of the spa expected to launch in the summer of 2018.

The owners and renowned businessmen, Martin Paquette and Daniel Gingras, confirm that their main goal for the next months is to work in close collaboration with representatives of the Town to ensure that the project follows the Town's by-laws and urban design principals. Construction is expected to begin in summer 2018 for a summer 2019 opening, and the contractors are confident that they will meet this deadline.



## THE NORDIK SPA-NATURE | WHITBY PROJECT

This new relaxation centre will be built over an area of 385,423 sq. ft. in the heart of Whitby, just 35 minutes from downtown Toronto. Phase 1 will have a capacity of 700 guests, welcoming them to a multisensory relaxation experience in a soothing natural environment.

Guests will be able to try the thermal cycle at any time of the year with our various dry saunas, steam saunas, outdoor pools (hot, cold, and temperate), waterfalls, and multiple outdoor and indoor rest areas. A range of massages, body treatments, and wellness rituals will also be offered to provide the ultimate relaxation experience. Our unique facilities include our noteworthy saltwater floating pool, where wellness enthusiasts will be able to experience the extraordinary sensation of weightlessness. The spa will also have three separate restaurant areas.

## NORDIK SPA-NATURE EXPERIENCE

Guest wellness is at the centre of the **Nordik Spa-Nature** experience. Its spas offer a rest and relaxation experience in the heart of nature to improve the health and wellness of its guests. Its facilities offer guests the chance to try the thermal cycle inspired from the traditions of Scandinavian countries. This thermotherapy treatment involves alternating between hot and cold, followed by a period of rest. It's a relaxation ritual drawn from a 2,000-year-old tradition, and it offers many health benefits, proven to work for centuries in Europe. And now it's gaining steam in Canada.

## **ABOUT NORDIK GROUP**

Its primary mission being to make a difference in people's lives, the **Nordik Group**'s vision is to develop establishments offering unique, unforgettable and beneficial experiences to all their guests, with unsurpassed courtesy and service known as The Nordik Way. The company currently employs over 500 people in the Outaouais region, in Quebec, and in Winnipeg.

Since Nordik's adventure began, the team has proven itself as an industry trailblazer through its commitment and its mission. Nordik Spa-Nature in Chelsea, Quebec, welcomed its first guests in 2005. It has continued to innovate and evolve by introducing unique relaxation experiences, and eventually became the largest spa in North America. In 2015, Thermëa by Nordik Spa-Nature, the only Nordic spa in the Canadian Prairies, opened its doors in Winnipeg. The success of Nordik's spas has driven this thriving company's rise to the top of the wellness industry.

Nordik Group's locations set themselves apart with their enchanting sites offering natural scenery in wooded havens with easy access to urban areas. The Nordik Spa-Nature is always set in a natural environment. In every corner of the site, guests are always surrounded with the most primitive elements: wood, stone, water and fire. The setting and decor of each site is imbued with a powerful, welcoming warmth, adding another dimension to guests' relaxation experience.

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For more detailed information:

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