



## **OLYMPIAN DARA HOWELL AND FREED HOTELS & RESORTS PARTNER TO SHOWCASE RESORTS' WELLNESS LIFESTYLE**

For Immediate Release

TORONTO, ON, May 15, 2023: Freed Hotels and Resorts, a leading hospitality company, is excited to announce its partnership with Olympian Dara Howell to promote health and wellness at its properties, including Horseshoe Resort, Deerhurst Resort, and Muskoka Bay Resort.

Dara Howell is a Canadian freestyle skier and Olympic gold medalist who has dedicated her career to promoting an active and healthy lifestyle. As part of this partnership, Dara will work with Freed Hotels and Resorts to develop wellness programming and activities that cater to guests of all ages and fitness levels. She will also serve as a brand ambassador for the Freed Hotels & Resorts lifestyle.

"I'm thrilled to partner with Freed Hotels and Resorts to promote health and wellness at their properties," said Dara Howell. "I believe that staying active and taking care of your body is essential to living a happy and fulfilling life, and I'm excited to work with Freed to encourage their guests to live their best lives."

Freed Hotels and Resorts is committed to providing its guests with an unforgettable experience, and this partnership reflects that. The company will be offering a range of wellness activities, including yoga classes, fitness classes, and more, all designed to help guests achieve their health and wellness goals.

"We are thrilled to join forces with Dara Howell to enhance the promotion of health and wellness across our resort properties," said Jonathan Reid, COO of Freed Hotels and Resorts. "By working together, we're excited to offer our guests an extraordinary and one-of-a-kind experience that they won't find anywhere else."

Guests at Horseshoe Resort, Deerhurst Resort, and Muskoka Bay Resort can expect to see a range of new wellness offerings in the coming months, all designed to help them stay active and healthy while enjoying the beautiful surroundings of these world-class properties. Howell will showcase various ways to enjoy the properties throughout the year, and audiences of the resort's websites and social media can follow along for an insider's view.



### **About Freed Hotels and Resorts**

Freed Hotels and Resorts is Ontario's biggest resort operator and owns a portfolio of hotels and resorts including Deerhurst Resort, Muskoka Bay Resort and Horseshoe Resort. The company is committed to providing its guests with an unforgettable outdoor recreation experience, offering world-class amenities and exceptional service in stunning locations.

### **About Dara Howell**

Dara Howell is a Canadian freestyle skier and Olympic gold medalist. She is a passionate advocate for health and wellness, and has dedicated her career to promoting an active and healthy lifestyle.

For more information, please contact:

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