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**NEW YEAR, NEW YOU! ELITE ISLAND RESORTS INTRODUCES
INNOVATIVE WELLNESS CONCEPTS FOR 2017**

*New fitness-focused activities are rolling out at authentic Caribbean
resorts in Antigua, Barbados, St. Lucia and The Grenadines*

DEERFIELD BEACH, Fla. – Recognizing travelers' increased interest in staying healthy and fit while on vacation, [Elite Island Resorts](#) announces an enhanced menu of wellness activities at eight All-Inclusive beachfront resorts in the Caribbean. Resort activities programs already include daily fitness classes, yoga, Tai Chi, hiking and water sports at no additional charge. New options, also included with All-Inclusive bookings, are a creative blend of exercise innovations, personalized sun-protection guidance, and wellness activities centered on both physical and mental relaxation. Guests are invited to share their wellness-related photos and stories on social media using the hashtag #EliteMindBody.

FLOATFIT® CARIBBEAN CLASSES

Set amid spectacular turquoise waters and lush tropical landscapes, the resorts are ideally situated to offer guests the new option of flexing their muscles on revolutionary fitness mats that can be floated in the ocean or in pools. Called the aquabase®, these mats are the centerpiece of the resorts' Floatfit® CARIBBEAN fitness classes offered in partnership with aquaphysical®, the developer of the floating fitness trend. The Floatfit® classes are a fitness “first” in the Caribbean, and are exclusive to Elite Island Resorts locations. The 20 minute classes feature high-intensity interval training (HIIT), a form of cardiovascular exercise, which can be modified to include gentler routines such as yoga. The low impact, cross training workout provides a fun full body workout, and incorporates isometric exercises like the plank, plyometric exercises like burpees, and stretching. Currently, the Floatfit® classes are being offered at St. James's Club & Villas and Galley Bay Resort & Spa in Antigua, with additional locations to be added throughout 2017.

COLOUR ME CALM

Leveraging the phenomenal popularity of coloring books among today's adults seeking a pathway to mental clarity and relaxation, resort guests receive a beautifully illustrated *Colour Me Calm* coloring book to take home and also use during special *Ink and Drink* sunset coloring sessions held in the resorts' All-Inclusive bars and lounges. Featuring island-inspired views and landmarks, the exclusive coloring book is the co-creation of Adam Stower, award-winning illustrator for the children's book publisher Puffin, and London-based existential psychotherapist Dr. Nicole Gehl, who also periodically hosts mental wellbeing presentations at the resorts. An additional 5-day Sketch Club Workshop with Adam Stower in residence is

scheduled for September 2017 at Palm Island Resort & Spa. The *Colour Me Calm* books are currently available free of charge for guests at St. James's Club & Villas, Pineapple Beach Club and Galley Bay Resort & Spa in Antigua, and will be available at additional locations soon.

SMART SUN SERVICE

With sunbathing often being an integral part of the resort experience, Elite Island Resorts is providing guests with a complimentary *Smart Sun Protection on Holiday* guide in partnership with Ultrasun, whose innovative protective skin care products are available for purchase in the boutiques at Galley Bay Resort & Spa and St. James's Club & Villas. Knowledgeable staff assist guests with properly matching their skin types to the best Ultrasun products, for safe sun enjoyment.

"We're delighted to enhance the array of choices available to guests for activities that benefit their health and well-being during their stays and beyond," said Steve Heydt, President of Elite Island Resorts. "Besides participating in our signature fitness activities, including tennis, beach volleyball, kayaking and windsurfing, or indulging in a restorative spa treatment, now guests can keep healthy and fit with our fun floating workouts, tap into their inner artist to unwind, or enjoy safely soaking up the Caribbean sunshine with expert guidance."

About Elite Island Resorts

Elite Island Resorts represents an impressive collection of All-Inclusive beachfront properties in the Caribbean. Each resort provides something unique for every traveler, with offerings ranging from destination weddings and romantic escapes to family retreats and eco vacations. Resorts include: [St. James's Club & Villas](#), [The Verandah Resort & Spa](#), [Pineapple Beach Club Antigua](#) and [Galley Bay Resort & Spa](#), all in Antigua; [St. James's Club Morgan Bay](#), St. Lucia; [Long Bay Beach Club](#) in Tortola, BVI; [Palm Island Resort & Spa](#) in the Grenadines; and [The Club, Barbados Resort & Spa](#). [Los Establos Boutique Inn](#) in Boquete, Panama is also a part of the group. For more information visit www.eliteislandresorts.com or call 800-771-4711.