



FOR IMMEDIATE RELEASE:

**Introducing SOMA GET FIT – Wellness Training and Retreats. SOMA GET FIT is based on the SOMA Method, which combines physical exercise with restoration, and Santa Barbara is the perfect setting for this unique and effective fitness concept.**

**Santa Barbara, CA (September 21, 2009)** – The SOMA GET FIT Retreat format is designed to create a well-rounded and unique experience in Santa Barbara that not only inspires clients, but leaves them transformed both inside and out, departing with the tools they need to continue this format on their own and integrate it into their daily lives.

The founder of SOMA GET FIT, Scott Crawford, creates a highly personalized experience for each and every client, which centers upon fitness training experiences within nature (mountain runs & hikes, stand-up paddle surfing, beach workouts, etc.), indoor activities (Pilates, yoga, resistance training, etc.), and bodywork (TMJ, Craniosacral, Swedish, Deep Tissue, Sports Massage etc.), which are all combined with personalized organic meals as well as relaxation and wellness events (farmer's market forays with a private chef, wine tasting on horseback, spa parties, sailing, etc).

SOMA GET FIT creator, Scott Crawford, is a former pro soccer player-turned-Elite Integrated Fitness Specialist whose focus is holistic wellness. His practice includes functional training, Pilates, Bodywork, and Yoga. Crawford holds a Double Master's in Theology and Counseling Psychology. He has also done Ph.D. work in Somatic and Sports Psychology. He was previously the Wellness Concierge at BACARA Resort and Spa and an Ambassador for Lululemon Athletica Santa Barbara. Crawford currently serves as a Private Trainer and Pilates instructor at the Award Winning SPORTS CLUB LA in West Los Angeles. He also enjoys contracting within the historic and casual elegance at OJAI Resort and Spa.

In addition to Founder, Scott Crawford, the SOMA GET FIT team also includes:

- **Karen Keltner, *Retreat Specialist*:** Karen teaches fitness and well being of the body at the Santa Barbara Athletic Club and is the director of the "Ambassadors of the Environment" nature sustainability education programs for Jean-Michel Cousteau worldwide. At home in Santa Barbara, Karen combines all her passions for retreat, growth, renewal, and empowerment at SOMA GET FIT.
- **Melissa Beaugrand *Personal Chef & Nutritionist*:** A world-renowned chef who currently works at the magnificent Four Seasons Biltmore. She will personalize the guest's menu with exacting detail in order to create an exquisite culinary experience
- **Jason Campagna, *Medical Director*:** Oversees the safety and well-being of SOMA GET FIT clients. He is a prominent doctor at Cottage Hospital in Santa Barbara
- **Chris Gutzeit, *Stand Up Paddle Board Instructor*:** Born and raised on Oahu's North Shore, Gutzeit grew up with the ocean as his backyard. He began surfing at the age of 3 and has excelled in other water sports closely related to surfing such as windsurfing, kitesurfing, and now stand up paddle surfing a.k.a. "SUP." Currently sponsored in both kitesurfing and SUP by companies such as Dakine, Kaenon, Paddle Surf Hawaii, Blueline, Quick Blade, Rainbow Fin Company, Hotline Wetsuits and Caution Kites.
- **Angelica Lawrence, *Concierge*:** Known to most of her colleagues as the "Hollywood Hostess," Lawrence's experience in both hospitality and fitness makes her a natural with the cultural nuances and social scene in Santa Barbara. She is thrilled to share her extensive knowledge of the region's offerings of local cuisine, wine, art, music, and of course, the best beaches in the world with SOMA GET FIT's clients

- **Lauren Johanson, Co-Founder of Chivas Skin Care:** Johanson co-founded this all-natural, Goat's Milk based skin care line with her mother locally in Ventura County, California. She's traveled the world and immersed herself in each culture's traditions of health and beauty, working on an organic lavender farm in New Zealand and studying Yoga and Ayurvedic medicine in India. Chivas Skin Care now offers high-quality, natural products for SOMA GET FIT clients

Together this team, and a select group of experts within the Santa Barbara community, will help you create a spectacular, life changing experience during your visit to SOMA GET FIT.

Crawford's past clients have included professional basketball players, international fashion models, foreign dignitaries, casting agents, and international fashion photographers. He also has a fixed Santa Barbara and Los Angeles client base in both Personal Training and Bodywork.

To learn more about SOMA GET FIT please visit: [www.somagetfit.com](http://www.somagetfit.com). To schedule a retreat or fitness consultation, please contact Scott Crawford via email: [scott@somagetfit.com](mailto:scott@somagetfit.com), or phone: (805) 403-1855

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