



For Immediate Release

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Photography Link Below

New Partnership Brings Noted Personal Trainer Billy Beck III To Fort Lauderdale's aLaya Spa at Bonaventure Resort & Spa

Fort Lauderdale, Florida, May 2014 ... Internationally acclaimed personal trainer Billy Beck III raises the health and fitness bar to new levels, thanks to a unique partnership between the aLaya Spa at Bonaventure Resort & Spa, a Benchmark Resort®, and his health and fitness organization, BB3. The aLaya Spa's Fitness Center is now a BB3 Training Center and part of an elite network of South Florida gym and fitness centers. Clients of the luxury spa can combine its revitalizing organic spa treatments with cutting-edge fitness training, nutritional counseling, motivational workshops and individual coaching under the direction of Beck and his elite team of BB3 Personal Training Professionals.

Billy Beck III is recognized globally as a top personal trainer to Hollywood celebrities and professional athletes, including Dwayne "the Rock" Johnson, Miami Dolphin greats Zach Thomas and Jason Taylor, and Heavyweight Boxing Champion Michael Moorer, but he works with people from all walks of life. His holistic philosophy and practical, scientific methods are outlined in his book, *Lean and Mean - Fat Burning Secrets of the World's Best Personal Trainer*. His clients attest to his effectiveness! Beck is an inspiring motivational speaker and many of his fitness seminars are available on You Tube.

BB3 Training Centers offer personal training, nutrition, supplements, weight loss, fat burning strategies, strength and cardio training and workouts for men and women serious about getting results. As part of the new partnership, the spa's fitness center is now outfitted with BB3's top-of-the-line fitness equipment. Plans are underway to add a new dining room serving fresh, healthful and organic food. The spa's clients can take advantage of the comprehensive new fitness facilities and personal training while BB3's clients will have access to a range of rejuvenating spa treatments. Beck's line of nutritional supplements is also available. Additionally, in support to Bonaventure Resort's meeting and incentive guests, BB3's team is developing customized indoor and outdoor energy booster refreshment breaks and "pump up" exercise sessions.

“It’s rare to have these exceptional training facilities and deluxe spa services, under one roof,” says aLaya Spa Manager Christina Russillo. “Billy Beck’s expertise and proven, holistic approach brings a new dimension to the spa that is very much in keeping with our mission,” Russillo notes. “The word aLaya means to ascend, to achieve a heightened sense of consciousness. Our organic, restorative treatments combined with BB3’s services and proven methods, will combine to create one of the nation’s most comprehensive and luxurious spa facilities.”

Guests can also enjoy the luxurious accommodations, fine dining and resort facilities at Bonaventure. Consequently, the new partnership plays to the growing trend of wellness vacations, especially popular with Baby Boomers. “Our guests are very savvy consumers, notes Christina Russillo. “They demand a truly authentic, holistic experience that brings genuine balance, revitalization and results.”

And, balance is the cornerstone of Billy Beck’s philosophy. “All human beings possess an inner knowledge of the need for balance, to maintain equilibrium,” Beck says. His training methods rely on the Three Pillars of Power – Mental Conditioning, Physical Training and Effective Eating – to create that essential mind/body balance.

The aLaya Spa at The Bonaventure Resort is set on the edge of the Florida Everglades, the world’s largest tropical wetlands. Its singular treatments are based on ingredients found only in this area - such as the essential oils of Cypress Trees and the calming elements from the Water Lily. The spa uses OSEA products, a 100% certified organic, marine based, skin care line; OSEA, embodying Ocean, Sun, Earth, and Atmosphere. Bonaventure Resort & Spa is a refuge of calm and serenity, a pampering paradise designed to renew the spirit and refresh the mind. Spa service is available for both men and women and includes massage, body scrubs and wraps, facials, nail, hair and makeup services. As well, the spa’s salon has also just entered into a formal relationship with Paul Mitchell hair care products for both women and men.

Bonaventure Resort & Spa photography:

http://www.benchmarkresortsandhotels.com/press_media/high_res_gallery/image_library/index.cfm?galleryid=GAL_120920_14240439_GGU61

About Billy Beck III

Billy Beck III is one of the world’s most acclaimed personal trainers. His unmatched ability to create physical change and improve performance has garnered countless awards including the MET-Rx World’s Best Personal Trainer Contest and he is the recipient of *Personal Fitness Professional* magazine’s Trainer of the Year award. As an inspiring leader and in-demand speaker, trainer and coach, Billy has helped thousands of people to gain control over their bodies and lives. His client list includes professional athletes, Hollywood celebrities and super achieving entrepreneurs. Billy has been featured on NBC, CBS, and ABC as well as on the pages of *Men’s Health*, *Men’s Journal*, *Muscle & Fitness*, the *Pittsburgh Post-Gazette* and dozens of other magazines, radio shows and interviews. His recent book, *Lean & Mean, Fat Burning Secrets of the World’s Best Personal Trainer*, is quickly becoming a top resource for professional trainers and fitness enthusiasts, nationwide. Billy has a Masters Degree in exercise physiology and multiple certifications in fitness, performance and nutrition. He and his elite team of trainers deliver unprecedented results at the innovative and inspiring BB3 Personal Training & Performance Center at the Bonaventure Resort and Spa in Fort Lauderdale, Florida. www.bb3trainingcenter.com

About Bonaventure Resort & Spa

Situated in the heart of the affluent Fort Lauderdale neighborhood of Weston, Florida, Bonaventure Resort & Spa delivers an unparalleled resort experience that offers guests well-appointed accommodations, gourmet culinary options and a world-class spa. The AAA Four Diamond Resort, which became part of Benchmark Hospitality International's portfolio of hotels and resorts in September 2012, features 500 spacious guestrooms and suites, four swimming pools, fitness center, the full service aLaya Spa, a championship PGA golf course and multiple dining options, including the acclaimed AAA Four Diamond Ireland's Steakhouse. Conveniently located just west of Greater Fort Lauderdale, the resort is just a short drive from Fort Lauderdale / Hollywood International Airport and offers guests easy access to area attractions, including the Sawgrass Mills Mall, Florida Everglades eco-adventures, and the BB&T Center home of NHL hockey, concerts and events, as well as nearby beaches. For more information or reservations, please visit www.BonaventureResortandSpa.com, “Like” us on Facebook at [@BonaventureFL](https://www.facebook.com/BonaventureFL) or follow us on Twitter at [@BonaventureFL](https://twitter.com/BonaventureFL).

About Benchmark Resorts & Hotels®

Benchmark Resorts & Hotels® represents the finest in lodging, dining, recreational and meeting accommodations. Many are certified by the International Association of Conference Centers, the leading professional organization governing the multi-billion dollar conference center industry on five continents, and many have also been recognized with the coveted Benchmark Conference Centers® certification of meeting excellence. Benchmark Resorts & Hotels deliver highly specialized service that anticipates guests' needs and ensures a hospitality experience unsurpassed and long remembered. www.benchmarkresortsandhotels.com. To become a fan on Facebook, visit www.facebook.com/BenchmarkResortsandHotels, or follow us on Twitter at www.twitter.com/BenchmarkHotels.



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