

FOR IMMEDIATE RELEASE



## Hotel Milo Stands Up for Paddle Boarding

### Hotel Milo Santa Barbara Makes More Moves and adds Stand Up Paddle Boarding to the Mix in a Partnership with Santa Barbara Fitness Tours

**SANTA BARBARA, CA – (MAY 29, 2014)** – Throw on your wetsuit, apply your suntan lotion and carpe diem with stand-up paddle board lessons! [Hotel Milo Santa Barbara](#), an oceanfront hotel, announced today that the Independent Collection (IC) hotel will be teaming up with Santa Barbara Fitness Tours for a series of energizing paddle board-related lessons, including Stand Up Paddle (SUP) yoga classes.

In the true spirit of IC hotels, the paddle board offering at Hotel Milo Santa Barbara is a perfect example of the hotel spotlighting the local charm of its location, while bringing together community with something new and exciting for everyone in the area. Known for small gentle waves in the summer, Santa Barbara's waters are perfect for stand-up paddle boarding, a type of surfing that includes a longer board and smooth experiences for first-time users.

"Health and wellness is so engrained in the Southern California lifestyle and we are delighted to be able to provide a unique and fun way to get involved at our oceanfront hotel," said Hotel Milo General Manager Shelley Stearns. "Santa Barbara Fitness Tours is the perfect partner to help us create memorable experiences with our hotel guests and the local community. I can't wait to try it myself!"

After gaining a renaissance in Hawaii in the '90s, many have warmed to paddle boarding as a fun and relaxing way to ride the waves without needing the training and balance that comes with surfing. More recently, paddle boarding has been paired with yoga for the ultimate zen experience and was just recently introduced to Santa Barbara.

Offering a slew of rentals and tours for those seeking adventure across Santa Barbara's lush and natural environments, Santa Barbara Fitness Tours specializes in unique fitness experiences, from bike tours, parasailing, and various water activities, including Paddle Boarding.

#### THE DETAILS

- **9:30AM – 10:45AM** — Stand up paddle board yoga class
- **11:00AM – 12:15PM** — Stand up paddle board session

- **12:30PM – 3:00PM** — Boards available for individual rental
- **Cost per person for group/class sessions:** \$45 (including gear)
- **Cost per person for individual rental:** \$25/hr, \$40/2hrs (including gear)
- **Dates:** May 31st, June 28th, July 26th, August 30th
- *\*Option to expand to additional weekends based on initial interest*

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**About Independent Collection:** The Independent Collection is a growing collection of cultivated and intimate lifestyle hotels located in unique residential neighborhoods of gateway cities across the US. Founded in New York in Tribeca and then Brooklyn, it has grown to Boston's West End, Midtown Village in Philadelphia, Washington's Capitol Hill and Georgetown, and Miami's South Beach across the last five years. This distinctive hotel concept is renowned for its authentic connection to the local communities, personalized service and residential comforts. Independent Collection hotels are created for the independently minded traveler and invite guests to experience the true spirit of the city. Learn more by visiting [www.independentcollection.com](http://www.independentcollection.com)

**About Santa Barbara Fitness Tours:** We offer fun and exciting Santa Barbara tours, adventures, and rentals. We'll take you mountain biking or you can reserve bike rentals in Santa Barbara for a cruise along the boardwalk. You can also take surf lessons, hike our gorgeous mountains, horseback ride on the beach, learn how to stand up paddle, and so much more. We'll even deliver many of our rentals to you, including our high-end road bike rentals, 29er mountain bikes, and SUP Rentals within Santa Barbara! If you're looking for adventure; you've found it! Santa Barbara Fitness Tours is your one-stop-shop for experiencing SB in the most fun and active way possible. [www.santabarbarafitnesstours.com](http://www.santabarbarafitnesstours.com)

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