



MORE THAN A SOCIAL CLUB, THE CLUB AT NATIRAR CAN MAKE 2012 THE YEAR YOU CHANGE YOUR LIFE

Believe it or not, 2012 is nearly upon us. With only a few short days left of 2011, The Club at Natirar invites you to inhale a deep breath, take a step back, and evaluate all that you want out of the coming year. The Club at Natirar is a platform for stimulating the origin of a personal renaissance. The vision is simple: to offer a lifestyle that delivers balance and wellness, helping Members to reconnect and rejuvenate their mind, body, and spirit.

“The primary goal is to help Members achieve and sustain a higher level of health to fuel their desired lifestyle,” explains **Bob Wojtowicz, Founder of Natirar and The Club**. “We feel that a consistent approach to exercise, healthy eating and a positive mental attitude is the basis of emotional and physical wellbeing. It has been our experience that Members thrive from healthy competition and that by surrounding yourself with others that share similar goals, your chance of achieving results and sustaining long term benefits significantly increases.”

This is true now more than ever before as there is now a Fitness Facility to add to the list of stunning amenities at The Club. With the unveiling of the Fitness Facility at The Social Pavilion comes a mountain of new programming that will take place outdoors as much as it will inside the four walls of the fitness center. Whether it is a hike, a run, a boot-camp class, a meditative yoga session, an energizing swim or something else completely, why would Members want to stay inside with 500-acres of rolling hills at their fingertips? Well, there might be one reason ... the sheer beauty of the Fitness Space. With 30 foot ceilings and exposed rafters, a wall of glass that overlooks The Club’s “south-beach-esque” pools, a technology wall with 4 TVs that can show 4 different programs at once or join forces to project one stellar show, state-of-the-art sound technology that will get your heart pumping and chic, modern locker rooms, who would want to leave? And that doesn’t even take into account the brand new TechnoGym equipment that is as striking as it is useful. It is all you need to take action and whip your body into shape. Or is it?

To compliment The Club’s most brilliant facility, Wojtowicz has enlisted an equally brilliant team from **Atlantic Health System** in Morristown, NJ. “We have aligned ourselves with a great team of doctors, each with a distinguished pedigree” states Wojtowicz, who has been collaborating with Atlantic Health System for over a year on the program. “This partnership will integrate the best practices of traditional medicine with the latest advances in preventive healthcare. People generally view hospitals as a place of sickness, we want to redirect Members’ focus to a more proactive, health-oriented way of life and have them associate wellness with Natirar. The Club’s fitness team will guide Members through the practical implications and help them achieve their wellness goals through motivation and encouragement.” Wojtowicz plans to offer programs in nutrition, functional movement, relieving stress, breathing exercises and most everything else that will keep Members actively engaged in their own health.

Through Natirar’s relationship with Atlantic Health System and **Damion Martins, MD**, Medical Director of Sports Health and Executive Health, who has also been appointed Director of Wellness for The Club at Natirar, Members have

the option to subscribe to a program that includes a full health assessment with a customized series of medical procedures and tests including advanced diagnostics, blood work and one-on-one physician counseling. This testing has been aptly named **Natirar's Fitness Foundation** and has been designed for those who identify living a healthy lifestyle as a high priority. Members who participate in the Fitness Foundation are given a complete evaluation which will help identify health risk factors and imbalances before possible future disease processes even begin, establish a baseline, determine a **Personalized Plan for Wellness** and take action.

Once the baseline is established, then the "**Personal Plan for Wellness**" goes into effect. The Personal Plan is a customized curriculum intended to focus members on experiencing life in a healthier way through continuous improvement and alignment of values. The journey through the Personal Plan is monitored and enhanced by Natirar's proprietary "**Wellness Curriculum**" which The Club feels is the key to long term success. The curriculum includes yoga, Pilates, hikes, biking, and other outdoor activities that take in the beauty of the 500 acre Natirar estate, as well as ongoing lecture series on a broad variety of wellness-related topics, farm and garden classes in Natirar's sustainable farm, healthy eating cooking classes in The Cooking School, a farm to table dining experience at Ninety Acres Culinary Center, and more.

The Wellness Curriculum kicks off at Natirar with introductory wellness lectures given by the Atlantic Health System Team on a variety of topics. Each presentation will take some time to introduce attendees to Natirar's Fitness Foundation, the Personal Plan for Wellness and Natirar's Wellness Curriculum as well as the overall vision of The Club. These lectures will run over the next few months as follows: "Marathon Nutrition: Strategies to Enhance Performance" on Thursday, October 20th; "Swing Away & Avoid Injuries from The Game of Golf" on Thursday, November 3rd; "Ayurvedic Medicine for Optimal Wellness" on November 17th, and finally, "Surviving & Thriving during Stressful Times" on December 1st.

"Studies show that without continuous measurement and improvement, people tend to lose interest in their wellness efforts" says Dr. Martins. "The Club at Natirar has developed the Wellness Curriculum as a way to manage, monitor and encourage Members to carry out their Personal Plan in a variety of ways."

This program has been designed to empower and inspire Members to lead a healthier life in a way that is unique and in line with each individual's own personal needs and goals. The Club is motivated to make the act of living well social and stimulating, and thus incentivize Members to stay informed on the optimal way to continue their wellness journey. Experience all that The Club at Natirar has to offer online at www.natirar.com or contact us at TheClub@natirar.com or 908.901.4733 today for more information or to schedule a property tour.

###

ABOUT NATIRAR

Natirar is a much anticipated luxury destination just an hour outside of Manhattan. The Club at Natirar has been operating since 2007. Ninety Acres Culinary Center opened on December 1, 2009 and consists of a restaurant, cooking & wine schools and operating sustainable farm. Future phases include a hotel, spa and fitness center, guest cottages, bowling lanes, screening room, outdoor swimming pools and cabanas, and a social pavilion. The property facilitates numerous outdoor activities including but not limited to tennis, croquet, fly-fishing, hiking, biking, badminton and other seasonal activities including snow-shoeing and cross country skiing. There is something for everyone at Natirar from the farm animals and verdant gardens, to beautiful vistas and rural history. Natirar offers private membership which allows year-round access to the resort's amenities and activities. For more information, for a reservation, or to inquire about membership to The Club, please contact 908.901.9500 or visit our website at www.natirar.com.

ABOUT THE CLUB

Set within 500-acres of property in the lush hills of Somerset County, The Club at Natirar is a private-membership lifestyle club that serves as a platform to stimulate a healthier lifestyle. Much more than a health center, Natirar is a sanctuary that promotes individual well-being through social, physical, and intellectual experiences. Members to The Club enjoy privileged access to exclusive amenities and as well as a selection of compelling activities and engaging affairs intended to enhance all aspects of life, from health and mindfulness, to intellect and inspiration. Natirar is intended to be an escape from the tangles of everyday life...to have fun, be challenged, and experience something new.