



Press Release
June 18, 2010

FOR IMMEDIATE RELEASE
Contact: Mindy Caldwell, 608/310-6729

New Self Renewal Center Receives 2010 Dane County Small Business Award

Madison, WI – New Self Renewal Center is pleased to announce that it has received a 2010 Dane County Small Business Award. Celebrating its second year of business in May, New Self is honored to accept this prestigious award that for the past 28 years has been recognizing small companies and their owners for the risks they take and the contributions they make to our communities. New Self, along with 10 other businesses, was honored this morning at an awards breakfast at the Sheraton Madison Hotel.

“Our main goal in starting this business was to meet a need that we recognized in our community—to provide a place where parents (especially moms) can take better care of themselves without feeling guilty. We combat ‘mommy guilt’ by making sure children have a great experience in Kid Corner, our professionally staffed childcare area that is literally steps from our fitness center,” said New Self owner Suzi Grundahl, who (along with husband Kirk) own three other businesses on Madison’s west side. “A community has grown here as a result of the services we provide and the culture of caring and that we foster. I’m so proud of our team of staff members who have put their hearts into making New Self such a special place. We are witnessing meaningful changes in our members’ physical and emotional health. This award is special to us because it acknowledges our efforts and fuses our small, daily successes into one unforgettable milestone.”

New Self’s application process for this award included a number of letters of recommendation from current members. “I firmly believe that to be an effective care taker one must also attend to your own needs, however hard that may be as a new mother,” stated New Self member Kathy Priem, a stay-at-home mom and small business owner. “The staff at New Self strives to create a setting where all their clients, and especially mothers, can rejuvenate themselves and stand up to the demands of daily life.”

“New Self had a critical role in my transformation,” explained Elizabeth McMillion, also a stay-at-home mom and small business owner. She has been a member since February 2009 and participated on New Self’s team for Madison’s Biggest Loser last fall. “I went from a mom who took no time for herself and felt miserable physically and emotionally to a vibrant woman with self confidence, energy and a desire to live a healthy lifestyle.... Now, I am a better mom, wife, friend and servant,” she said.

New Self Renewal Center provides a community that offers both fitness and rest, focusing on health and wellness for the whole person. It is designed to give people an opportunity to rejuvenate, grow and connect with others by offering fitness classes and personal training, spa services, a relaxing café area and childcare. Offering both private space for adults and a separate, safe and fun place for children, New Self offers affordable solutions for the entire family.

Call 608/310-6775 to schedule a tour or visit www.newselfrenewal.com for more information.

###