



PRESS RELEASE

FOR MORE INFORMATION, CONTACT:

Valerie Clark
Clark Marketing (PR firm for Senara)
Office: 309-637-1449
Cell: 309-303-3349
Valerie@ClarkMarketing.com

Senara Health and Healing Center & Spa (Senara) Set to Open for Business Monday, December 19, 2011

Kramer Chiropractic and Acupuncture Center (Kramer) will move to its new 12,000-square-foot building and complete the transition of its name change to Senara

PEORIA, Ill. — December 8, 2011 — On Monday, December 19, Senara Health and Healing Center & Spa (Senara) will open the doors for business at its 12,000-square-foot building that becomes the new home of Kramer Chiropractic and Acupuncture Center (Kramer). The move to its building at 2208 W. Willow Knolls Drive in Peoria will complete the company's transition from operating as Kramer (since 1998) to Senara. The building will also house the 7,000-square-foot, state-of-the-art Senara Spa—the first full-service spa retreat of its kind in downstate Illinois with a true spa feeling and environment.

As Senara, the new Center will continue to offer Kramer's existing services of chiropractic care, acupuncture, massage, physical therapy and nutrition counseling. Senara will also expand staff, as well as guest services and health-related product availability through its dedicated physical therapy center, personal training studio, yoga studio, and retail shop.

Senara Spa, designed to be an escape and retreat from everyday life, will offer many different massage services, body wraps and treatments, facials and water therapies. It has: eight massage rooms, including a couple's massage suite; two water therapy rooms; manicure and pedicure studios; a make-up service station, with a full-time professional make-up specialist; separate locker rooms for men and women; relaxation rooms that include hospitality bars, with snacks and beverages; and a wooded serenity garden. Senara will also provide customers with on-site, free childcare in its Child Care Center.

"Senara Center is a dream come true for my wife, Penny, and me, and our staff," said Dr. Keith Kramer. "Our move will allow us to offer the total package of health and healing services. It will be a special place



where our staff is devoted to helping guide our guests in living a healthy lifestyle, so they can truly Live *Life Well.*”

Penny Kramer added, “We are so close now. We can hardly wait to get in there and make every Senara Experience an experience our guests will always remember. A moment in time they cherish—and can’t want to feel again.”

Designed by PSA Dewberry and built by Zobrist Construction, the building was designed with an emphasis on green and environmentally friendly building practices.

Senara will host a public grand opening event on Friday, February 10, 2012. Details about the event will be released to the media closer to that date.

More information about Senara is available at ExperienceSenara.com.