



FOR IMMEDIATE RELEASE

CONTACT

Emily Ferron, Skyterra Wellness Retreat  
[eferron@skyterrawellness.com](mailto:eferron@skyterrawellness.com)  
(413) 348-6757

## **Sisters Create a Unique Mountain Wellness Retreat for Mind, Body, and Soul**

LAKE TOXAWAY, NC (May 11, 2018) – As a 30-year behavioral health professional and executive who helped start over 20 therapeutic programs for at-risk adolescents, Sue Crowell knows firsthand about the life-changing power of physical activity in nature.

When she began wondering why this sort of transformative experience didn't exist for adults, Skyterra Wellness Retreat was born.

Skyterra opened in June 2016 after eight years of researching, learning, consulting, developing, and creating. Located in Lake Toxaway, NC, on a 300-acre private property, Skyterra is a mountain retreat where adults from all levels and backgrounds can set aside other obligations to focus on their own health and well-being.

In an era of lifestyle-influenced diseases, Skyterra offers the unique opportunity to learn and practice healthy habits under the guidance of passionate experts. Crowell has witnessed it change hundreds of people over a short amount of time.

"I started going to health retreats during the point in my career when I was running myself down, crisscrossing the country starting these youth programs. It became incredibly clear that I needed to take the time, surrender to the effort, and lean into the support of professionals," recalls Crowell, who made annual pilgrimages to several of the country's leading health retreats for years.

During that time, she connected with several of the wellness travel industry's leading experts, including Amber Shadwick, Skyterra's Director of Program Development, and Jeffrey Ford, its Fitness Director. "We formed a board that included Amber and Jeff and really did our homework. They were instrumental in helping us create Skyterra. As we looked around the country, we realized there was a huge need for a wellness center focused on total wellness of the mind, body, and soul," remembers Crowell.

--- (more) ---

Crowell also realized her sister, Teresa Ostler, was the perfect person to manage the retreat. With 40 years working as an RN in the emergency room of a children's hospital, Teresa exudes caring, compassion, empathy, trust, and all the qualities required for encouraging healing and wellness.

"I love connecting with people and caring for people," says Ostler. "I want to help them restore themselves to health and wellness. In my previous job, I tried to help children understand the power of resilience and that lesson is important at Skyterra as well."

"Sue is a visionary," Ostler describes her sister. "She's always seeking ways to help people live better lives. She understands that there are some things that are universally beneficial, and some things that depend on the individual. That's why she has been so successful creating youth programs, and why people in that field continue to seek her out for help and partnerships."

The idea that one size does *not* fit all carries over to Skyterra. "We meet people where they are in their journey of self-discovery and wellness," explains Crowell. "And we are committed to sticking with each individual along that path, as far as we possibly can."

The retreat introduces guests to the benefits of consistent activity, strength training, yoga, cardio training, mindful breathing, and meditation as well as the restorative powers of being outside in the Blue Ridge Mountains. Highly trained staff and instructors, healthy and satisfying organic meals, and first-class forest lodging culminate in an unforgettable guest experience.

Since opening its doors, Skyterra has welcomed over 730 visitors. Of these, nearly 25 percent have already returned for a repeat stay – a notable achievement for a destination in its first two years of operation.

Skyterra Wellness Retreat is open year-round. It has a maximum of 20-25 visitors at a time, so every visitor can receive personal accommodation. The minimum recommended stay is seven days and there is no maximum. Some guests have booked for as long as four months at a time.

Unlike any other wellness retreat, Skyterra has also created an online portal called *Skyterra At Home* ([www.skyterraathome.com](http://www.skyterraathome.com)). This website, full of original health resources, is one way the retreat helps guests continue to implement what they've learned about healthy eating, active and mindful living, and connecting to Mother Nature.

For more information, please visit [www.skyterrawellness.com](http://www.skyterrawellness.com).

#####