

# CANYON RANCH®

**SANSEGO**  
BY CRAIG ALEXANDER

## CANYON RANCH® AND SANSEGO BY CRAIG ALEXANDER PARTNER TO OFFER THE GOLD STANDARD IN TRIATHLON TRAINING EXPERIENCES

*CANYON RANCH WELLNESS RESORT TO OFFER GUESTS THE RAREFIED OPPORTUNITY TO TRAIN WITH 3X IRONMAN WORLD CHAMPION CRAIG ALEXANDER AND HIS TEAM OF COACHES*

TUCSON, AZ. – January 24, 2017 – Wellness pioneer Canyon Ranch and Sansego by Craig Alexander announce a partnership that will create the gold standard in triathlon training and education. Launching February 2017, the Sansego Experience at Canyon Ranch combines the expert knowledge of three-time Ironman World Champion, Craig Alexander and his global team of coaches with the exclusive wellness services offered at Canyon Ranch.

“Canyon Ranch is truly a one stop shop for the endurance athlete,” said Craig Alexander, 3x Ironman World Champion. “The state-of-the-art peak performance testing and mental prep services, combined with world class training venues and our Sansego coaches offers the only package I know of that is focused on the whole athlete – as a father, athlete and businessman personally, it’s what I’ve always wanted.”

The innovative program is a triathlon industry first; offering direct, one-on-one training experiences by Sansego’s expert coaches paired with exercise physiology testing, health screening, nutrition planning, mental skills training and more from the world class Canyon Ranch staff. Additionally, in September 2017, Craig “Crowie” Alexander will host The Crowie Experience, a five-day camp offering athletes of all levels access to personalized service plans and group training exercises guaranteed to help triathletes accomplish their goals.

“Canyon Ranch has always been a top-rated transformative wellness destination and we are constantly striving to bring our guests unique opportunities and challenges,” offered Kathleen Shea, Chief Marketing Officer of Canyon Ranch. “The partnership with Craig Alexander and Sansego is a new way to offer results-driven coaching from leaders in the triathlon industry, working on the whole athlete – body to mind.”

Whether a seasoned veteran looking for the 1 percent edge, an intermediate athlete searching for the secret training tool for next season, or a newcomer looking to build skills in advance of the next race season, The Sansego Experience at Canyon Ranch is designed to allow participants to stay connected long after leaving training. With the Experience Membership Program, all athletes will have the option to bring Canyon Ranch and Sansego home with them with a tailored program designed by some of the world’s best coaches in the sport.

The Sansego Experience at Canyon Ranch will be available for registration after February 1. The program will be offered at Canyon Ranch in Tucson, Ariz. – one of the world’s finest endurance training destinations, kicking off with an invite-only weekend for enthusiasts with Craig Alexander, March 24-26. The Crowie Experience, limited to 30 athletes, will later run September 16-21.

For more information or to register, visit [www.canyonranch.com/sansego/](http://www.canyonranch.com/sansego/) or <http://www.sansego.co>

The Sansego Experience is proud to have support from industry partners like: Newton Running, Hot Shot, Tri Sports, TYR and Argon 18.

### **About Canyon Ranch®**

Canyon Ranch® has been a pioneer and an industry-leading proponent of the wellness lifestyle for nearly 40 years, operating the world's most celebrated collection of life-enhancement properties. Canyon Ranch has wellness destinations in Tucson, Ariz. and Lenox, Massachusetts. In addition, Canyon Ranch operates a SpaClub® day spa at The Venetian® & The Palazzo® hotels in Las Vegas, Nev., Canyon Ranch SpaClub at Sea® facilities onboard Cunard's Queen Mary 2® luxury ocean liner, Oceania® and Regent Seven Seas Cruises®, and on Celebrity Cruises®. Canyon Ranch is a 13-time winner of Travel + Leisure's Best Spa Award and an 11-time recipient of the Condé Nast Traveler Best Destination Spa Award.

### **About Sansego**

Sansego is a world-wide multi-sport coaching organization founded on the principle that there should be individualized training for every athlete no matter their background or ability. Sansego takes the “ego” out of coaching and puts 100% focus on the athlete and their journey. Our team of expert coaches has been hand chosen by 3X Ironman World Champion, Craig Alexander. [www.sansego.co](http://www.sansego.co)

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