

FOR IMMEDIATE RELEASE

## **PACIFIC MARKET CENTER WELCOMES BUYERS TO DISCOVER CURRENT TRENDS IN THE SPA AND WELLNESS INDUSTRIES**

**SEATTLE** – Pacific Market Center announces a complimentary educational seminar for buyers during the upcoming Spa and Wellness event September 17, 2007. The seminar will feature guest speaker Michelle Barry, Ph.D. and president of Tinderbox, who will lead a seminar titled The Worlds of Spa and Wellness; A Consumer perspective. Barry will inform buyers on how consumers are living, shopping for and using spa and wellness products as well as talk about key cultural trends that will define the high quality experiences that today's consumers desire. In addition, a complimentary wine reception will be held featuring Washington wines and appetizers for buyers attending the market day event.

“As the spa and wellness industries continue to expand into a broad scope of business categories and distribution channels, this event will be beneficial to any retailer selling beauty and wellness products including specialty retailers, spas, boutiques, grocery stores, gift shops, salons, fitness centers and hotels,” said Lisa Goodman, director of marketing at Pacific Market Center.

Barry is a cultural and medical anthropologist with more than 17 years of experience in the health and wellness arena as both a practitioner and an analyst. Her international focus on culture, imagery and ritual has made her a leader in understanding consumer behavior and cultural trends.

A destination for innovative products, more than 55 percent of Pacific Market Center's showrooms feature hundreds of leading national and international spa and wellness product lines from bath salts to candles, aromatherapy, teas, natural and organic products, jewelry, towels, chocolates, bath & body, personal care, robes, yoga gear and more. Barry's seminar will be held in the Second Floor Learning Forum from 10 a.m. to 11 a.m. All showrooms will be open between 9 am and 5 pm and buyers will have the opportunity to browse product showcases, enjoy showroom sponsored giveaways, drawings, and the wine reception held between 3 and 5 pm. For more information, visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com)

### **About Pacific Market Center**

The industry destination for buyers in the Western United States, Canada and beyond, Pacific Market Center offers permanent showrooms on five floors featuring thousands of product lines for a wide selection of merchandise to help buyers keep up with every trend affecting their consumers. Pacific Market Center draws thousands of buyers from more than 30 channels of distribution including high-end department stores, corporate, specialty retailers, home furnishings, kitchenware, events, gourmet food, hospitality, garden/outdoor living, salons & spas, wineries, Internet, and regional chain outlets. Located in Seattle's Design District, Pacific Market Center is open to the trade only. For more information, visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com). Pacific Market Center is owned and managed by The Benaroya Companies.

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