



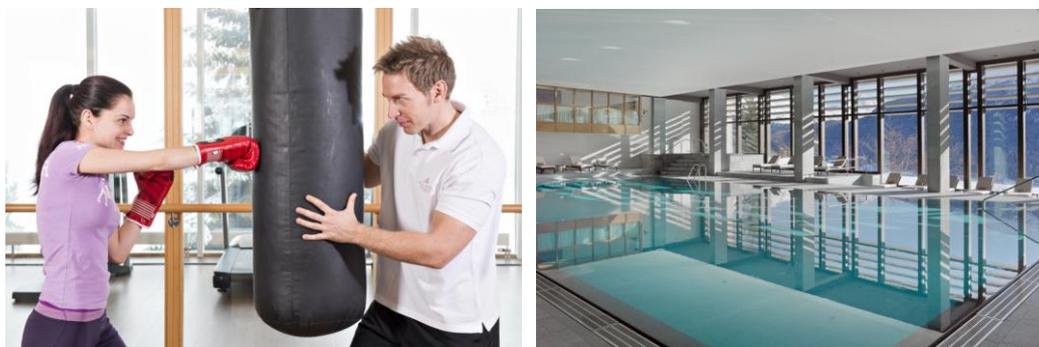
KULM HOTEL  
ST.MORITZ



## PRESS RELEASE

### **Introducing persofit® Manager Boxing – a new level of fitness from the Kulm Hotel St. Moritz**

*St Moritz, May 2013:* The ancient art of boxing, which was accepted as an Olympic sport as early as 688 BC, has enjoyed a surge in popularity in recent years and the [Kulm Hotel St. Moritz](http://www.kulmhotel-stmoritz.ch) is now taking it to another level with persofit® manager boxing, a super-efficient and effective exercise programme for the 21st century.



persofit® boxing is very much in keeping with the philosophy of the Kulm Spa St Moritz re-launch that took place in December 2012, which married the old (a grande dame of a hotel located in St. Moritz with healing spa waters dating back almost 3,500 years) and the new (an £8 million, up-to-the-minute health and wellness facility).

The creator of the persofit® concept is Joachim Poetschger (otherwise known as JoPo), the Manager of the Kulm Spa and its resident fitness expert. Austrian-born JoPo was fascinated by the world of boxing from a very early age and trained for 13 years with the aim of becoming a professional fighter, but a serious mountain-bike accident put paid to his dreams. Instead, he delved into the analysis of professional boxers and, having gained a Master of Fitness & Health, developed a “screening” method that scrutinizes the detailed movements of professional athletes.

Using the knowledge gained from this study, JoPo has created persofit® manager boxing, with the tagline “a unique opportunity to get fit using the techniques of professionals”, as it combines amateur and professional boxing methods in order to gain the best– and quickest – results for clients.



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It is called persofit® manager boxing because JoPo believes managers and boxers have several traits in common that they need to succeed: discipline, confidence, stamina and strategic thinking. To support these traits, it is essential to be balanced and in control of one's own body through optimum nutrition, and JoPo has his own unique methods for assessing these elements in individuals too.

persofit® manager boxing is certainly a great training programme for those who experience highly stressful situations, either in the work place and/or in their lives in general, because it gives them the opportunity to release tension, whilst building up fitness and performance levels. There's no need to worry about injuries, such as black-eyes or broken noses, because it provides a safe but comprehensive workout into which JoPo injects passion and enthusiasm.

persofit® manager boxing enhances an individual's physical and mental powers through the learning of various techniques, including shadow boxing, sandbag punching, skipping and footwork coordination, all of which are crucial to the success of a professional boxer. The one major difference between persofit® manager boxing and professional fight training is the intensity of the workout, with the former concentrating on "passive sparring", which focuses on the physical and mental disciplines without fear of injuring oneself.

In short, persofit® manager boxing combines the traditional training methods of an ancient sport with contemporary scientific findings, which place emphasis on the meaningful and balanced strengthening of the body. persofit® manager boxing sessions run for either 25, 50 or a maximum of 80 minutes (costing, respectively, CHF80, CHF140 & CHF195), with just five sessions of persofit® manager boxing required to gain the essential skills along with the confidence to spar.

Summer room rates at the Kulm Hotel St. Moritz start from CHF525 (approx £360) for two people sharing a double room on a half-board basis; for further information and to book, please visit the Kulm Hotel St. Moritz website: [www.kulm.com](http://www.kulm.com).

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### NOTES TO EDITORS

#### *The Kulm Spa St. Moritz*

The philosophy of the Kulm Spa St. Moritz is based on a three-pillar concept – Relaxation, Detox and Regeneration – which can be enjoyed individually or in combination to cater to each individual guest's needs.





## KULM HOTEL ST.MORITZ



**The three-pillar spa philosophy** allows for a more personalized service. For example:

- each spa guest benefits from a one-to-one discussion with one of the spa team, who then creates an individual programme for the guest; depending on the guest's needs, the treatments offered come from one pillar or a combination of two or three pillars
- the Kulm Hotel St. Moritz's persofit® fitness programme is designed to work alongside the three-pillar concept combining different elements such as cardio training, nutrition counselling, deep relaxation via progressive muscle relaxation, and endurance training through muscle composition tests and mobility; fitness classes, ranging from classic workouts to yoga, can be taken individually or as a group.

**The Kulm Spa St. Moritz includes:**

- Indoor pool (10m x 20m) with underwater music; stunning views of the St. Moritz lake and mountain peaks through the huge panoramic windows
- Whirlpool
- Open-air pool with water sprays, waterfalls and bubbling water beds
- Salt grotto
- Steam bath
- Finnish sauna
- Relaxation room with heated water beds and fireplace
- For women only: bio sauna and separate relaxation room
- Kneipp footpath
- Children's pool
- 12 treatment rooms including 2 soft pack beds and hydrojet baths
- 1 Private Spa Suite with steam bath, bio sauna, double hydrojet bathtub, heated waterbed and lounge
- A gym and fitness room equipped with the latest Technogym equipment

**The product lines** used in the Kulm Spa St. Moritz are:

- Alpienne <http://www.alpienne.at/en/home.html>, which possesses natural healing properties such as arnica, St. John's Wort and calendula, making it ideal for massages and body wraps
- Pharmos Natur Green Luxury <http://www.pharmos-natur.de/de/sprachpdf-englisch.html>, based on pure Aloe Vera juice, which is great for healing
- NIANCE Switzerland <http://www.niance.ch/>, the genuine Swiss premium anti-aging brand
- Ericson Laboratoire Paris <http://www.ericson-laboratoire.com/public/site/index.htm>, a cosmetic line offering anti-aging treatments that combine natural substances and state-of-the-art high tech methods

**Kulm Hotel St. Moritz** was the first hotel to be built in St. Moritz. The Kulm Hotel opened its doors in 1856 and immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. The owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St. Moritz from 1864.

Since the 19<sup>th</sup> century, the Kulm Hotel has changed considerably through expansion and renovation, but the fabulous location at the heart of St. Moritz with views over the Lake remains the same. A member of The Leading Hotels of the World, Kulm Hotel





## KULM HOTEL ST.MORITZ



St. Moritz has 173 rooms, five restaurants (offering formal dining, French fine dining – the K awarded 15 points by GaultMillau, Italian, local Engadine specialities and Japanese with 13 GaultMillau points), the extensive Kulm Spa St. Moritz (with a 20m indoor pool, various saunas and steam room, a Jacuzzi, a fully-equipped gym and treatment rooms, all with stunning views over Lake St. Moritz) and six conference rooms, with capacities ranging from 50 to 500 people.

Entertainment and sports facilities include the 9-hole Kulm Golf Course St. Moritz, three tennis courts, a natural ice rink, a curling field and the “Marmotta Club” for children. The Kulm Hotel St. Moritz is inextricably linked to the Cresta Run through the Sunny Bar, where tobogganing pilots have congregated for decades; the walls are lined with trophies and images of famous people who have hurled themselves down the infamous ice track.

Recent awards for the Kulm Hotel St. Moritz include 15 GaultMillau points for the hotel’s gourmet restaurant the K in 2012. In the latest ranking list of Switzerland's best winter hotels, Kulm Hotel St. Moritz is ranked at number 4 in the category of five star hotels as 'one of the best managed and most excellent hotel in the Alps with immaculate consistency'.

Summer room rates start at CHF525 (approx £360) per night for a double room including half-board, wireless internet as well as free access to the spa and the hotel's ice rink. Reservation can be made by phone +41 81 836 8000 or by e-mail via [reservations@kulm.com](mailto:reservations@kulm.com).

Both the Kulm Hotel St. Moritz and its sister property Grand Hotel Kronenhof ([www.kronenhof.com](http://www.kronenhof.com)) are owned by the Niarchos family.

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