



**WatkinsWellness™**  
*Feel good. Live well.™*

**For Immediate Release**

## **Watkins Wellness Celebrates Success of Top Dealers ‘The Watkins Way’**

*Dealers give back to local children during incentive trip to Hawaii*

**VISTA, Calif. — April 11, 2017** — More than 330 travelers representing the Watkins Wellness™ family of brands traveled to Hawaii in February to celebrate their success and achievements over the past year.

The trip was the finale of the 2016 Watkins Wellness Incentive Program, which rewards dealers who excel in the industry and reach their annual goals. This year, the trip sent dealers on an all-expense-paid trip to a “Pacific Paradise”



*Watkins Wellness dealers celebrated their success in the hot tub industry at the annual dealer incentive trip. More than 330 travelers visited Oahu, Hawaii as part of “Pacific Paradise.”*

at the Four Seasons Resort Oahu at Ko Olina, in Hawaii.

In addition to snorkeling, hiking, golf, sun and fun, North American and International dealers soaked in the rich culture and history of the Hawaiian Islands with visits to the Dole Plantation, the USS Arizona Memorial at Pearl Harbor and an evening aboard the USS Missouri.

## **An Opportunity to Give Back**

A highlight of the trip was a unique opportunity to give back to local children. As part of a teambuilding project and community outreach, the group of travelers crafted soft, colorful blankets for the pediatric unit at the Queen's Medical Center, West Oahu.

On the final night of the trip, dealers were inspired to hold an impromptu auction, and three of the blankets were sold. The auction raised \$10,000 for the hospital's pediatric unit. Other dealers later contributed online to the hospital.



*The group made blankets for children at The Queen's Medical Center. Pictured L-R are Kristen Fernandez, Medical Director, Pediatric After Hours Center, The Queen's Medical Center; Ellen Speier, Assistant Administrator Support and Clinical Service, The Queens Medical Center; Mike Dunn, Executive Vice President, Watkins Wellness; and Christy Yomes, Managing Director at Chrysalis Events Hawaii.*

The “Caribbean Treasure” incentive trip will take successful dealers to Grand Cayman in February 2018.

“These annual trips are a celebration of our dealers and their amazing accomplishments for our brands, as well as the spa industry,” said Mike Dunn, Executive Vice President of Watkins Wellness. “These dealers did an outstanding job in 2016, and we are grateful for their dedication.”

Dealers are already working toward the next Watkins Wellness Incentive Program trip. The “Caribbean

## **About Watkins Wellness**

Watkins Wellness is the world's leading manufacturer of hot tubs and spas, and maker of aquatic fitness products that help people relax, connect with loved ones and live healthier, happier lives. With brands that include Hot Spring® Spas, Caldera® Spas, Freeflow® Spas, Fantasy® Spas and Endless Pools® Fitness Systems, the company helps people “Feel Good. Live Well™.” These trusted brands serve a dealer network of more than 1,000 retail locations in 50 states and more than 70 countries. Watkins Wellness is a division of Masco Corporation, a Fortune 500 company with quality home improvement and building products and industry-leading brands that include Delta® and Hansgrohe® faucets, bath and shower fixtures; KraftMaid® and Merillat® cabinets; Milgard® windows and doors; and Behr® paint.

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