parasol





California Dreamin'

Grab your best gal pal and book the Just Do It package at the Fairmont Miramar Hotel & Bungalows in Santa Monica, California, You each get Nike+ FuelBands (yours to keep; a value of \$150 each) to clock your activity, as well as running socks and water bottles. Also included: a healthy breakfast at Fig Restaurant and a yoga class and massage at Exhale Spa. (Starting at \$579 per night based on double occupancy. Use discount code FITNESS for 20 percent off at fairmont.com/santa-monica, based on availability through 2013.)

Outlet: Fitness
Date:June 2013

Media Impressions: 6,044,680

PR Value: \$480,240