



Canyon Ranch iPad Apps

Dawn Productions worked with Canyon Ranch on the strategy and production of 3 signature iPad apps which have launched recently: *360 Well-Being*, *Healthy Eats*, and *Everyday Fitness* (see details below and sample content on the [Facebook tab](#)).

For the Canyon Ranch apps we framed the strategy, ideated the vision and concept, and with our Dawn team and partners built the apps from scratch, managing the platform development, UX, and UI, as well as the social elements; conceptualizing, producing, shooting, and editing 119 videos (you can view the videos [here](#)); writing and editing the articles and tips; and developing the monetization and social engagement strategies.

360 Well-Being brings Canyon Ranch calm to your everyday life. Categorized by mind, body and spirit, learn to keep a Zen state-of-mind all the time with a collection of 21 fitness and food videos, 91 actionable articles and tips, 20 meditations and 3 audio meditations from Canyon Ranch experts. You can see 5 screens and download the app here: <http://bit.ly/h5iDib>.

Canyon Ranch **Everyday Fitness** iPad app boasts 79 fitness videos and 25 articles and tips that encompass a broad spectrum of topics including yoga, Pilates, flexibility, strength, posture and exercises to help you integrate fitness into daily activities anytime, anywhere. You can see 5 screens and download the app here: <http://bit.ly/eMSAEo>.

Healthy Eats infuses healthy cuisine into your daily diet. It features 62 Canyon Ranch signature healthy gourmet recipes, 19 how-to technique videos, and 34 actionable articles and tips. You can see 5 screens and download the app here: <http://bit.ly/i8MyIt>.

Contact:
Cris Popenoe
cris@dawn-productions.com
www.dawn-productions.com

