



FOR IMMEDIATE RELEASE

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WIN A WELLNESS CENTER KEY 2 JOY ESSAY CONTEST - TUESDAY, JULY 19, 12:01 AM

COLONIE, NY (07-12-16)- Key 2 Joy, A Wellness Community Center located in the Capital District is for sale. The owner, Shannon Keyes Ciucevich, has decided to run an essay contest to fulfill someone else's dream of owning and operating a center in this wonderful community! The winner will receive: yoga equipment (blankets, mats, bolsters, back jacks, tables, chairs, etc.) and furniture valued at over \$10,000, 6 months of paid rent in the current location valued at over \$9,900, and a mailing list with over 2,200 subscribers, valued at \$1,000. Total Approximate Retail Value of over \$20,900!

About Key 2 Joy:

Key 2 Joy has been a valued part of the Capital Region wellness community, serving more than 3,000 clients since it opened at 145 Vly Road, Suite 6, Shaker Pine Plaza, Colonie, NY in 2010. Key 2 Joy, an A+ member of the Better Business Bureau, has hosted two Kirtan Festivals; holds regular yoga, meditation, and qigong classes; conducts a wide variety of health and wellness, spiritual, and personal development classes; and offers an assortment of private therapeutic sessions (hypnosis, energy work, etc.). Key 2 Joy will remain open during the contest and through the end of September 2016 to continue serving clients.

About Shannon Keyes Ciucevich:

Keyes Ciucevich, a Capital Region Chamber Entrepreneur Boot Camp 2009 graduate, has enjoyed serving her client's wellness needs and is now being called to serve her family in Ohio. In 2015, her mother, Bonnie Keyes, was diagnosed with stage III colon cancer. After surgery and 8 rounds of chemotherapy, the cancer returned and progressed to stage IV, in the spring of 2016. Keyes Ciucevich is selling the wellness center to return to Ohio to spend time with and to assist her mother, a widow and a 76-year-old Woman's Army Corp (WAC) veteran who still works full time as a dental assistant (a career Bonnie Keyes has loved for over 50 years).

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About the Contest

The entry period for the Wellness Center Personal Essay Contest begins at 12:01 a.m. Eastern Time ("E.T.") on Tuesday July 19, 2016 and ends at 11:59 p.m. E.T. on September 19, 2016. During the entry period, contestants can enter by writing one essay (first-person, non-fiction, original narrative) on their interpretation of the topic "what owning and operating a wellness center would mean to you." The essay should be a minimum of 300 words and a maximum of 1,000 words, typed, double-spaced, size 12 Arial font, on 8-1/2" x 11" paper. The essay, the completed and signed application, and a money order or certified check for \$250.00 (made out to Key 2 Joy, Inc) are to be mailed to Key 2 Joy: Wellness Center Personal Essay Contest, P.O. Box 14650. Albany, New York 12212-4650. For more information, complete Official Contest Rules and Application visit www.key2joy.net. Any contest inquiries are to be submitted via e-mail only to key2joy@gmail.com, no phone inquiries please.

Keyes Ciucevich shared that, "The winner of the essay contest will be someone who will care for the clients and the space as much as I and the practioners of Key 2 Joy have. Someone who is interested in sharing their unique talents, following their dreams, and helping to provide a space where people can continue to gather to find peace, personal growth and development, community, and 'unlock joy!'"

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