



## Media Release

### **Adelaide business first in Australia to join international Athletic Concierge Service**

Adelaide's own Lifestyle Elements is excited to have become the first business in Australia to join the XPACS International Concierge Network.

Everyday, athletes are looking for help, not in the stadium or on the oval, but in managing and simplifying their lives. The career demands on an athlete have never been greater. The number of required resources by professionals in athletic careers has grown dramatically over the past decade: year round training, nutritionists, and sports psychologists, to name a few. Prior to the arrival of Xtreme Professional Athletic Concierge Services (XPACS) based in the United States, the availability of resources to assist professional athletes in their personal endeavors has been limited, and now these services are available in Australia.

Abbie Martin, the principal of Lifestyle Elements is excited to be the first Australian member of the XPACS international network. "It is great knowing we are expanding our services, to cater to even more people who find it challenging to manage the constant time-sapping demands in their lives."

The mission of XPACS is to assist the professional athletic community in significantly reducing unnecessary stress from their lives. "I think what differentiates us from other concierge services is the fact that we are worldwide," Katharine Giovanni, President of XPACS.

Life-enhancing services from XPACS and Lifestyle Elements range from the ordinary to the extraordinary and include assistance with purchasing a new car, jewelry or even a home; assistance with making domestic decisions like child-care, housekeeping, child educational services; or event planning such as a wedding.

"And our services certainly aren't limited to elite athletes," says Abbie Martin. "The majority of our customers are busy men and women who simply need more time to focus on the important things in their lives – family, career, leisure activities."

To learn more about XPACS please visit [www.goxpacs.com](http://www.goxpacs.com)

To learn more about Lifestyle Elements, please contact Abbie Martin at the details below.

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