

FOR IMMEDIATE RELEASE

StrongBoard Balance® Debuts to Fitness Trade at IHRSA 2014

Industry & Media Invited to Booth #757 to Meet with Balance Board Developers March 13-14 in the San Diego Convention Center

February 18, 2014 ---San Diego, CA --- [StrongBoard Balance](#)® -- “An Evolution in Fitness™”—will be exhibiting at the 2014 IHRSA in San Diego, March 13 and March 14 at booth #757. The 33rd annual International Convention & Trade Show will be held at the San Diego Convention Center, offering four full days of events for health and fitness industry professionals.

Attendees may stop by booth #757 to demo the revolutionary balance board and learn about its unique appeal and wide demographic. Free photo souvenirs of attendees on the board will be given away in custom [StrongBoard Balance](#) frames. While at the booth, attendees have the opportunity to meet with the StrongBoard Balance team to discuss any questions they have about the board, from workouts and education to wholesale and distribution opportunities.

“We are looking forward to attending IHRSA and enthusiastic to meet with the industry’s premiere distributors, health clubs, and fitness professionals to introduce them to StrongBoard Balance,” said StrongBoard Balance creator Mike Curry. “Connecting with others in the fitness community is a great opportunity to build our brand and spread awareness.”

Industry members and media interested in meeting with StrongBoard Balance executives Mike Curry and Adella Curry at IHRSA 2014 may email chris@strongholdfitness.com to schedule a time.

Since the product’s launch in October, the [balance](#) platform has attracted attention and praise for its ability to provide an efficient method to strengthen and train the entire body. It improves proprioception, intensifies floor workouts, tones and sculpts, and expedites results; all while increasing fat burning and weight loss.

About StrongBoard Balance:

StrongBoard Balance is a one-of-a-kind, premiere balance platform for all levels of fitness enthusiasts. Designed to complement and intensify users’ favorite workout routines, StrongBoard Balance’s patented ‘multi-spring technology’ provides full-body fitness to increase muscle activation and calorie burn. As a portable and electricity-free platform, it allows users to train using their own body weight for resistance during

full-motion exercises. Paired with a licensed physical therapist, StrongBoard Balance aids in the recovery of many injuries created by imbalance. It gently increases the patient's flexibility, range of motion, and strength. Over time and with repeated use, exercising with StrongBoard Balance helps rebuild the bridge between the brain and the injured muscle. As users regain strength and decrease the pain associated with the injury, their range of motion increases allowing for increased blood flow and further healing. For more information, visit <http://StrongBoardBalance.com>, www.Twitter.com/StrongBoard, www.YouTube.com/user/StrongBoardBalance, or www.facebook.com/StrongBoard.

About IHRSA 2014:

The IHRSA International Trade Show just keeps getting better. This past March in Las Vegas, the sold-out exhibition showcased over 350 exhibitors, giving attendees from 82 countries an unparalleled opportunity to purchase the latest products and services for their clubs. IHRSA's International Convention & Trade Show is an essential part of the industry's calendar and the one place where the world's health club market comes together to do business. Show hours are Wednesday, 6:30 a.m. – 9:30 p.m., Thursday, 6:30 a.m. – 9:00 p.m., Friday, 6:30 a.m. – 11:00 p.m., and Saturday, 7:00 a.m. – 12:30 p.m. with plenty of parking available. The San Diego Convention Center is located at 111 W. Harbor Drive, San Diego, CA 92101. For full information on IHRSA registration, exhibiting or sponsorship opportunities, call 800.228.4772, visit <http://www.ihrsa.org/information/> or email info@ihrsa.org.

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