

FOR IMMEDIATE RELEASE

StrongBoard Balance® Fitness Demos Offered to Media at IHRSA 2014

***Media Invited to Meet Balance Board Execs, Participate/Observe
Demos at Booth #757, March 13-14 in San Diego Convention Center***

March 7, 2014 --- San Diego, CA --- [StrongBoard Balance®](#) -- “An Evolution in Fitness™”—will be showcased at [IHRSA 2014](#) in San Diego, at booth #757, March 13 and March 14. The 33rd annual fitness convention & trade show, held at the San Diego Convention Center, offers four full days of events for health and fitness industry professionals, including but not limited to key note speakers, networking, and educational workshops.

Media is invited to stop by booth #757 to demo the new balance board (or observe others) and learn more about its wide demographic and unique appeal. [StrongBoard Balance](#) creators Mike and Adella Curry will be available for questions regarding the balance board, entrepreneurial angles, new fitness methods, the importance of balance, and more.

To schedule an interview with StrongBoard Balance executives, email Chris@strongholdfitness.com.

“We are looking forward to the IHRSA debut of our balance board,” said StrongBoard Balance creator Mike Curry. “We know our product is effective and has a wide range of appeal for all levels of users – now we are focusing on gaining awareness with the public. If you step on StrongBoard Balance once, you’ll get it.”

Since StrongBoard Balance’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. Strongboard Balance compliments and intensifies users’ favorite workout routines. All ages and fitness levels can use the board, whether in peak physical condition, recovering from injury, or starting down the path of a healthy lifestyle.

Media interested in attending IHRSA 2014 may email Meredith Poppler at mpoppler@ihrsa.org.

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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