

FOR IMMEDIATE RELEASE

StrongBoard Balance® Impresses Fitness Enthusiasts at Trade Show Debut

Premier Balance Board's Fit Expo Booth & Class Attract Hundreds Eager to Take the StrongBoard Challenge!

January 29, 2014 --- LOS ANGELES, Calif. --- [**StrongBoard Balance**](#)® -- “An Evolution in Fitness™”—made a big splash during its trade show debut at the Southern California Fit Expo, January 25-26. It was one of the few new products at the expo, which featured over 400 exhibits. Hundreds of fitness enthusiasts stopped by the booth throughout the weekend, many trying out the premiere [balance](#) platform for the first time.

Reactions from users included, “This is amazing,” “I can feel my whole core being worked out,” and “I have to have one!” Each person trying out the balance board was given a free photo souvenir of themselves on the board, enclosed in custom [StrongBoard Balance](#) frames.

Each day at 4 pm, a StrongBoard Balance class energized Fit Expo attendees in the LA Convention Center. The classes were each composed of 20 participants with a waiting list composed of dozens more. Run by an instructor and two trainers, the classes covered a wide range of exercises for different levels of fitness users participating. Onlookers cheered on the participants through lunges, mountain climbers, squats, and more, while one lucky person walked away with a free StrongBoard Balance. To watch a video of the class, [click here](#).

“We had a great time meeting new people at the expo,” said StrongBoard Balance creator Mike Curry. “We care about the connection between our mind and body, and it was fulfilling to see so many others doing the same. I would say the show was an absolute success in every way.”

At one point during the expo, [David Weck](#), inventor of the BOSU® Balance Trainer, stopped by, got on a board, and gave StrongBoard Balance props. “We even had many attendees say we were the coolest thing on the floor,” says Curry. “The media attention and coverage was awesome, and we’re looking forward to seeing stories come out over the next couple of months.”

Since the launch of StrongBoard Balance in October, the premiere [balance](#) platform has attracted positive attention 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. Created

for every body, from young and old, fitness experts, nine-to-fivers, those recovering from injury, or in top physical condition, StrongBoard Balance is a fun, effective, and innovative way to workout.

For more information about StrongBoard Balance and where to purchase, [click here](#).

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 Fit Expo

The Fit Expo offers something for everybody! Attendees will find over 100 fitness and sports celebrities, as well as 20 amateur, professional, and Olympic attendee competitions and 300 exhibits offering the latest in fitness, diet, nutrition, strength, and wellness products and services. During both days of the Expo, many leading fitness professionals will be presenting educational seminars and demonstrations on subjects such as proper nutrition, dieting and exercise philosophies. Show hours are Saturday, 10:00 a.m. – 6:30 p.m. and Sunday, 10:00 a.m. – 5:00 p.m. with plenty of parking available. The Los Angeles Convention Center is located at 1201 South Figueroa Street, South Halls G, H, and J. For full information on The Fit Expo ticketing, exhibiting or sponsorship opportunities call (818) 545-0290 or visit www.thefitexpo.com.

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