

**FOR IMMEDIATE RELEASE**

## **StrongBoard Balance to Exhibit at IDEA World Convention 2016 in Los Angeles**

### ***Attendees Invited to Meet Balance Board Executives & Participate in Demos July 13-17!***

**LOS ANGELES (May 24, 2016)** – [StrongBoard Balance®](#) will be a showcased fitness product at the [IDEA World Fit Convention 2016](#). The annual event will be held on July 13-17 at the Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, CA 90015.

Presented by IDEA World Fit, the leading organization for fitness professionals, the annual convention and trade show features a variety of events for health and fitness industry professionals, including: new products, notable speakers, networking opportunities, seminars, and workshops. Revolutionary balance board StrongBoard Balance will be one of the featured exhibitors at the event for the third straight year.

“Each year we attend IDEA World Fit Convention, it has been a very positive and extremely rewarding experience,” said Mike Curry, StrongBoard Balance creator and ACE certified personal trainer. “It is a unique environment offering a wealth of education, new information, and products to fitness professionals nationwide! I love the opportunity to introduce people who are hands-on in the health and fitness industry to StrongBoard for the first time, and IDEA delivers attendees who match this description to a T.”

Attendees and media members are invited to visit the StrongBoard Balance booth #1415 to meet executives, demo the balance board, and learn more about its unique capabilities.

StrongBoard Balance is an American-made, one-of-a-kind balance board created for all levels of fitness enthusiasts, including athletes, those rehabbing injuries, first responders, and others. StrongBoard’s patented “multi-spring technology” provides a full-body workout to increase muscle activation, reaction time, and calorie burn, allowing users to harness the strength needed to perform at their peak in any situation.

For purchase information about StrongBoard Balance, click [here](#). A video of StrongBoard Balance in use by people of all fitness levels and age groups can be seen [here](#).

#### **About StrongBoard Balance:**

StrongBoard Balance is a one-of-a-kind, premiere balance board 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 [www.StrongBoardBalance.com](http://www.StrongBoardBalance.com), [www.Twitter.com/StrongBoard](http://www.Twitter.com/StrongBoard), [www.YouTube.com/user/StrongBoardBalance](http://www.YouTube.com/user/StrongBoardBalance), or [www.Facebook.com/StrongBoard](http://www.Facebook.com/StrongBoard).

**About IDEA Health & Fitness Association:**

IDEA Health & Fitness Association is the world's leading organization of fitness and wellness professionals. IDEA delivers world-class content and continuing education to fitness professionals through three channels: seven publications, including the award-winning IDEA Fitness Journal; world-class fitness conferences; and hundreds of streaming videos and DVD courses available on its website, [www.ideafit.com](http://www.ideafit.com). Additionally, with IDEA FitnessConnect, IDEA has created the largest national industry-wide directory linking over 250,000 fitness professionals to over 16 million consumers. Through IDEA professionals in over 80 countries, IDEA inspires the World to Fitness®.

**Keywords:**

**StrongBoard Balance, StrongBoard, IDEA World Fit Convention 2016, Los Angeles Convention Center, StrongBoardBalance.com, Mike Curry, Balance Training, An Evolution In Fitness, physical therapy, balance board, platform, springs, exercise, workout, fitness, evolution, revolutionary, strength, agility, flexibility, endurance, healthy, coordination, muscles, injury, rehab, rehabilitation, sports, athletes, physical trainer, motion, core strength, July 13-17**

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