

**FOR IMMEDIATE RELEASE**

## **StrongBoard Balance® Featured on Cover of PFP Media's 2014 Spring Buyer's Guide**

### ***Innovative Balance Platform Makes Fitness Industry Trade Publication's Cover for First Time!***

**MARINA DEL REY, Calif. (May 27, 2014)** --- [StrongBoard Balance®](#) is featured on the cover of [PFP's 2014 Spring Buyer's Guide](#). Showcasing the newest products and the fitness industry's leading resources, the PFP Buyer's Guide serves as a reference for trainers and gyms seeking new and noteworthy products, strategies, and skills necessary to advance in their chosen field.

PFP Media Publisher Josh Vogt says, "The StrongBoard Balance is an amazing product that I incorporate in my boot camps and my clients really enjoy the challenges it offers. It can be used in many variations, from simply standing on it to strengthen the core and engage stabilizing muscles, to using it in combination with weights, bands or core-balls to challenge even the greatest of athletes. The StrongBoard Balance offers so much variety that it's effective with all fitness levels."

To view PFP's 2014 Spring Buyer's Guide, click [here](#).

"We're thrilled to have StrongBoard Balance featured on the cover of PFP's Buyer's Guide," says StrongBoard Balance creator [Mike Curry](#). "The level of attention StrongBoard Balance is receiving is truly awesome. To have PFP, a publication the entire fitness industry turns to for information, put StrongBoard on the cover is a huge endorsement. I'm honored and humbled and excited. It seems like we're starting to get some traction and it feels good. Thank you to Publisher Josh Vogt, Editor Lindsay Vastola and everyone at PFP."

StrongBoard Balance's official site, [www.StrongBoardBalance.com](http://www.StrongBoardBalance.com), was updated with new features in April. The site provides information on where to find classes, programs, personal trainers, or gyms offering the innovative balance platform. The website offers a variety of features meant to enhance the user's experience:

- The [Learning Center](#) provides videos and photos of exercise techniques developed specifically for the StrongBoard Balance workout. With easy-to-read instructions, visitors can learn step-by-step how to maximize their training experience.
- The [Events](#) section includes a calendar listing official StrongBoard Balance events and workout classes, as well as upcoming expos where the product will be exhibited.
- By using a pull-down menu on the [Find a StrongBoard](#) page, visitors to the site can find contact information in their communities. Moreover, personal trainers,

gym-owners and managers may also visit the site and add their information to the list for their local communities.

- The [Blog](#) and [FAQ](#) sections present visitors with information on fitness and health straight from the experts. A special [Shop](#) section highlights new products and accessories to use in conjunction with a StrongBoard Balance routine.

Allowing for an unlimited capacity and range of workout combinations for every muscle group in a fun, effective, and innovative way, [StrongBoard Balance](#) can be utilized by a wide range of users, from trainers and professional athletes to housewives, physical therapy patients, kids, elderly persons, and more. The ease of use of StrongBoard Balance has also been a function of note for many, including seniors and those seeking [physical therapy and rehabilitation from injuries](#).

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

Media wishing to review StrongBoard Balance may contact [Adella@StrongBoardBalance.com](mailto:Adella@StrongBoardBalance.com)

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

StrongBoard Balance is a one-of-a-kind, premiere balance platform for all levels of fitness enthusiasts. Designed to compliment 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](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 PFP media:**

While personal training has been in existence for quite some time, it was not until PFP media was created that the business of personal training blossomed. Personal trainers have traditionally been under-compensated for their levels of responsibilities. PFP media understood there was a need to educate personal trainers on how to earn more money while improving their services to clients. Personal trainers by the thousands subscribed in the publication's first year, hungry for information, and within three years, circulation had grown to tens of thousands of subscribers. Today, PFP media is the leading provider of business information for personal trainers. Since the inception of the magazine in 1999, more venues have been added to disseminate information to fitness professionals, including the company's website, YouTube channel, and profiles on Facebook, Twitter, Pinterest and LinkedIn. And for those who prefer a paperless environment, a [digital version](#) of PFP is available. For more information, visit

<http://www.fit-pro.com>.

**Keywords:**

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