

FOR IMMEDIATE RELEASE

StrongBoard Balance® Partners with STROOPS® to Offer StrongStrap Resistance Band Training System

***New StrongBoard Accessory Provides Users
with State-of-the-Art Resistance Training System!***



LOS ANGELES (August 23, 2017) – The makers of [StrongBoard Balance®](#) have partnered with [STROOPS®](#) to provide users with a self-contained, state-of-the-art resistance training system. StrongStrap by STROOPS is the first accessory made exclusively for America’s leading balance board and is available now.

“We are excited to be collaborating with StrongBoard and to introduce the StrongStrap to the fitness community,” said Shon Harker, CEO and owner of Stroops “The combination of Stroops Slastix resistance bands and StrongBoard creates a truly unique workout experience. We love pushing the envelope of human movement.”

StrongStrap by STROOPS is a resistance training system which attaches to StrongBoard Balance and allows users to connect handles or a bar for the purpose of resistance exercises such as bicep curls, forward raises, chest press, upright rows and many others. Users will be able to train at maximum or minimum intensity, depending on their goals using the patented Slastix technology that consists of durable elastic contained within an orange sleeve to ensure safety.

“We are huge fans of STROOPS resistance training systems and use them exclusively. This collaboration is a long time coming and I’m excited to debut this solution to our community,” said Mike Curry, fitness expert and creator of StrongBoard Balance. “The combination of balance training and resistance training provides users with enhanced workout options for all muscle groups using just one station. I am looking forward to the responses we receive from our colleagues and peers.”

The StrongStrap by STROOPS is available in a variety of different kits to provide different options of training. Retail prices range from \$24.95 to \$199.95. These products are currently online at StrongBoardBalance.com. They will soon be available at www.Stroops.com as well as other authorized retailers.

StrongBoard Balance is a portable, electricity-free platform resting on four compression springs, which allows people to train by using their own body weight for resistance during full-motion exercises.

About STROOPS: “Optimizing Movement for Everyone Everywhere®” is the primary purpose and mission of STROOPS. As the majority of STROOPS equipment is light weight, easily portable and extremely versatile, STROOPS is actively able to help people around the world. Its products are used by a wide demographic, which ranges from the physically challenged to the professional athlete, as well as families, anyone seeking to lose weight and everyone in between. STROOPS gear is so compact and easy to use, it can be implemented into workouts on beaches, boards, playgrounds, hotel rooms, in the mountains and just about anywhere. STROOPS invented sleeved resistance band technology or Slastix (Sleeved Elastics) which is now used around the world. It manufactures bars, handles, harnesses and other body attachment straps as well as product anchoring systems which are both portable and can be affixed to walls. STROOPS has designed equipment for some of the world’s leading fitness companies such as Life Fitness, Cybex, Balanced Body, Technogym, Mizuno and StrongBoard Balance. STROOPS creates high end training and educational videos to support its products, which are easily available online. For more information, call (800) 344-2756, visit www.Stroops.com, or follow STROOPS at www.facebook.com/Stroopsfitness/ and www.instagram.com/stroopsfitness/.

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 <http://StrongBoardBalance.com>, www.Twitter.com/StrongBoard, www.YouTube.com/user/StrongBoardBalance, or www.facebook.com/StrongBoard.

Keywords:

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