



FOR IMMEDIATE RELEASE: June 12, 2018

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STRETCH ZONE OPENS NEWEST LOCATION ON COLEMAN BLVD
Greater Than Anticipated Demand Driving Expansion Schedule



Mount Pleasant, SC: Stretch Zone, a practitioner-assisted stretching concept with studios nationwide, opened the first studio in the Charleston area barely a year and a half ago but has experienced such high demand that a second location is now open at 320 W. Coleman Blvd in Mount Pleasant. Recognizing that assisted-stretching was unfamiliar, Stretch Zone offers a free demonstration session for all new clients, and that has resulted in booked schedules at the original Mount Pleasant location on Morgans Point Rd.

In an effort to explain the rapid growth and excitement that Stretch Zone has generated, owner Dee Dee Glover said, *“We have clients from all walks of life. Some have age or injury-related mobility issues. Others sit at a desk all day or are on their feet for 8 hours. We get golfers, tennis players, runners and others looking for help with range of motion and flexibility. Seeing how excited they get with their progress never gets old!”*

Feedback in response to the special protocol of stretches designed just for golfers has been especially positive. *“Stretch Zone improved my ability to turn my hips and shoulders and increased my driving distance by an average of 20 yards. My handicap has dropped by 5 strokes!”* G.M. Allen

What is practitioner-assisted stretching? Stretch Zone’s proprietary system is based on science. The human body is designed with internal monitoring mechanisms that are activated when there is an attempt to move or stretch too far, too fast or for too long. This reflex says “no more” and resists going any farther. The key to achieving full range of motion is to teach the muscles to feel safe so that the stretch reflex is not activated. When the body is stabilized correctly, it loses the fear response, relaxes and allows the full stretch to occur. Stretch Zone practitioners are trained to position, stabilize, isolate and manipulate muscles in order to work with, not against, the body.

About Stretch Zone: [Stretch Zone](#) was founded in 2004 by Jorden Gold, a recognized expert in practitioner-assisted stretching. By focusing upon the significant therapeutic benefits of stretching, Stretch Zone is having a major impact on the fitness industry by using cutting-edge, science-based techniques to redefine the concept and importance of “the stretch”. Current Charleston area locations are in Mount Pleasant at 3381 S Morgans Point RD (843) 388-3059 and 320 W Coleman Blvd (843) 388-3331, with more on the way!

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