

For Immediate Release

YES THERE ARE STRETCHES YOU CAN DO HEALTH PROFESSIONALS

Issue or Problem

Stretching is good for people, but large, clumsy books are hard to use, have to give photocopied sheets of paper. Looks unprofessional and is complicated for the user.

Development

Performing a general stretching program can help alleviate the negative effects of muscular tightness and tension such as, pain and fatigue, and restrictions on our ability to move with ease.

How the Book Solves the Problem

If you are looking to get the many benefits of a regular stretching program look no further. You can find larger books on stretching, but you will be challenged to find any book that compares to the portability, and user friendly design as the latest book from Motionwise®, **Essential Stretches (you'll actually use)**. This book sets a new standard for do it yourself self-care guides. On the outside, the first innovation you notice is it's "go anywhere" compact size. You can easily keep a copy in your gym bag or desk drawer for use wherever or whenever you need it. It also has a sophisticated binding that allows the book to lay flat, a great feature to make for easier use. But, the compact size is just the beginning.

Finding your best stretches couldn't be easier. Each body region section is a different color with coordinated tabs, which means you can get stretching right away. Don't worry about which stretches to do, as the 3 stretch quick start routines at the beginning of each section quickly gets you targeting your stretches to your key areas. Want to do some daily wellness routines or make your own? No problem, just go to the routine section and choose either a daily or "by activity" quick start routine. A full color navigator index with all the exercises cross-referenced with body regions makes it easy to customize your own stretching routine.

Almost all stretches in this guide can be performed in any environment without special clothing or equipment and the stretch instructions themselves are presented in a logical self-guided format. Each page includes the target area of the stretch, clear step-by-step instructions and key safety and muscle information for a given stretch. The best feature may be an industry-first photograph style that shows how to perform the stretch as well as colored reference bullets to ensure you are using proper form.

Made in the USA, no expense was spared in the design and production of this do-it-yourself stretching guide

including a strong effort to be green. It's smaller size uses less paper, it's printed with soy ink, and carries the Forest Stewardship Council's seal. The book is great for beginners, professionals, and companies wanting to get their employees stretching. After using this book you'll wonder why more books aren't made this way.

About the Author

John Gifford has performed over 30,000 sessions of hands-on therapy including sports massage, and a specialized form of body work called Bonnie Prudden Myoheapy® and Exercise Therapy. In addition, he speaks to companies, conventions and health professionals teaching Essential Stretches and related programs to help people excel well. The mission of his company, Motionwise®, is to empower people to lead more active, successful, and fulfilling lives through the reduction and prevention of their muscular pain and tension.

Ordering Information

motionwise.com or 248-414-6800

Essential Stretches (you'll actually use) ISBN: 978-0-9795890-3-4 US \$9.95