



**Tony Zaccario**

President of Stretch Zone

# QUOTES

**“STRETCH ZONE** represents a transformative health and wellness company for people of all ages, backgrounds and abilities. Our model and proprietary system delivers success for our franchise partners, which are supported by a network of reliable, adaptable and results-driven professionals. Stretch Zone is a resilient business that has continued to flourish despite uncertain times.”

“Beyond long-term customer demand for practitioner-assisted stretching, franchisees are coming to Stretch Zone for the high-level of support the company provides owners. From a low-entry cost to marketing support and access to proprietary training programs, Stretch Zone has the recipe for franchise success.”

“Stretch Zone’s swift expansion is driven by consumer demand for high quality and effective health and wellness initiatives that support aging, mobility and performance. We have an abundance of studio openings in key and unique markets planned for this year in an effort to continue growing our brand’s footprint nationwide and beyond.”

“At Stretch Zone, creating a welcoming environment for everyone, whether it be a franchisee, practitioner or client, is our top priority and the reason we have sustained such strong brand recognition.”

“Having 250+ open studios is historic for the brand and truly sets us apart in the industry. We know we’re positioning our locations to serve their communities in the best way they can, and that’s the biggest reward. It’s a great feeling to know that we are changing people’s lives and we can continue to help more people understand the benefits of stretching and increase the livelihood of more clients.”

“We are continually reaching milestones that undeniably place us as a leader within our segment – both in terms of the franchise investment and consumer appeal. There is so much energy infused into Stretch Zone. It’s rewarding to see all of our efforts coming to fruition. But, take note, there is more to come. We’re just getting started – the life changing impact of our brand has so much stickiness to it.”

# QUOTES



## Jorden Gold

Founder and Chief Stretching  
Officer of Stretch Zone

"Stretching the surrounding muscles of your joints is a great way to mitigate muscle tightness and keep your joints lubricated, which in turn, stops the pop."

"Being frustrated and/or sore from stretching is understandable since a single stretching session usually doesn't accomplish much due to the stretch reflex contracting the very muscles you are trying to stretch. To mitigate the stretch reflex fighting you, you must move slowly and never force a stretch. The old weight-training adage of 'No pain, no gain' does not apply to flexibility training."

"As a pioneer in practitioner assisted stretching and founder of Stretch Zone, I am often asked why stretching seems to help some people become more flexible while others just get frustrated and sore? The answer is not actually very complicated once you understand that muscles do not really 'stretch'. The fact is you cannot truly 'stretch' a muscle. Muscles are not very elastic, and muscle length does not profoundly change despite what the word stretch implies."

"It is important to understand that you must adhere to a regimented stretching program to build your stretch tolerance to gain and maintain semi-permanent muscle extensibility. So, it is not how long you stretch in a day, but a matter of how many days per week you repeat the 'moderate' stretch and for longer than four months to achieve lasting muscle extensibility. It may sound like a lot of work; however, the good news is that the research also shows that stretching for just 5 minutes one or two days a week is sufficient to maintain any ROM gains."

"We started the practitioner-assisted stretching vertical, and it's thrilling to see consumers embrace its health and wellness benefits and watch our patented Stretch Zone Method® catch fire. Likewise, countless franchise owners are realizing the value in investing in Stretch Zone and its potential to help clients improve their wellness and overall mobility regardless of their age, lifestyle or physical needs."

"The whole reason that I started Stretch Zone was sparked from watching my grandfather becoming immobile because of his diabetes. It motivated me to develop a proprietary stretching method that I hoped would prevent others from having to see themselves and the people in their lives suffer in the same way."