



## **Massage Envy Becomes Official Marketing Partner of PGA TOUR**

*Includes Sponsorship of Player Performance Centers*

PONTE VEDRA BEACH, Fla., and SCOTTSDALE, Ariz. (June 21, 2017) – The [PGA TOUR](#) and [Massage Envy](#) have announced a four-year partnership designating Massage Envy as an Official Sponsor of the PGA TOUR and PGA TOUR Champions along with being the Official Total Body Care Sponsor of the Player Performance Centers, the TOUR’s mobile training and wellness trailers. The agreement marks Massage Envy’s first major sports partnership and is the PGA TOUR’s first agreement with a brand in the massage and skin care services categories.

The new relationship coincides with the introduction of Massage Envy’s new assisted stretching service called Total Body Stretch. Performed by a trained service provider, the company’s proprietary Streto Method is built around a sequence of 10, targeted stretches performed top down and designed to increase flexibility, mobility and performance. An award-winning chiropractor, massage therapist and ergonomist developed the proprietary Streto Method for Massage Envy.

Beginning in July, Total Body Stretch will be available to members and guests of the company’s more than 1,150 franchise locations across the country, including most cities that host PGA TOUR and PGA TOUR Champions tournaments.

“As the recognized leader in the massage and body care industry, Massage Envy is an ideal partner for the Player Performance Center unit that primarily focuses on therapeutic and injury-prevention services for our PGA TOUR and PGA TOUR Champions members,” said Brian Oliver, PGA TOUR Senior Vice President of Sponsorship and Partnership. “We are excited to welcome Massage Envy to the TOUR as a sponsor and look forward to having its team collaborate with the Player Performance Centers’ highly skilled staff to integrate some of their services into the player program, including their new stretching program.”

The PGA TOUR’s professional staff of the Player Performance Center will be certified in the Streto Method and beginning this week at the Travelers Championship, the Massage Envy logo will be prominently displayed on one of the two trailers that are available each week on both Tours to support player performance and wellness with fitness training, physical therapy and chiropractic services. They are staffed with professional therapists and when fully deployed, are 16½ feet wide, over 14 feet high and 60 feet long.

“We can’t think of better partners than this team of professional athletes and the PGA TOUR, especially as we launch Total Body Stretch,” said Joe Magnacca, Massage Envy CEO. “The PGA TOUR and its players

have a deep appreciation for body care and how it can boost performance. Massage Envy is proud of making massage an integral part of so many people's lives and now, we are bringing Total Body Stretch and our Streto Method not just to professional golfers, but to everyone as part of their wellness routine."

To activate the partnership, Massage Envy also has built relationships with the following 10 PGA TOUR members:

- [Jonas Blixt](#)
- [Patrick Cantlay](#)
- [Bud Cauley](#)
- [Tony Finau](#)
- [Smylie Kaufman](#)
- [Jamie Lovemark](#)
- [Patrick Rodgers](#)
- [Brandt Snedeker](#)
- [Henrik Stenson](#)
- [Justin Thomas](#)

"It's impossible to compete at this level if you aren't taking care of your body, and assisted stretching is a big part of my training," says Justin Thomas. "Being flexible and having a wide range of motion gives me an edge, especially against bigger guys who naturally get more power behind their swing, and it also helps me stay healthy over the course of the season."

"We're excited about our new relationships with these tremendous athletes, who will help us tell the story of how proactive body care services, such as massage and assisted stretching, can boost performance and maintain the bodies of all athletes – from the professional to the weekend warrior – so they can do more of what they love to do," said Derek Detenber, Massage Envy's Senior Vice President of Marketing.

### **About Massage Envy**

Massage Envy, based in Scottsdale, Arizona, is a national franchisor and, through its franchise locations, is the leading provider of therapeutic massage and skincare services, and now offers a proprietary assisted stretching service, Total Body Stretch. The Massage Envy franchise system is, collectively, the largest employer of massage therapists and estheticians, with more than 35,000 dedicated wellness professionals that provide best-in-class service to over 1.65 million members. Founded in 2002, Massage Envy has more than 1,150 franchise locations in 49 states that have together delivered more than 100 million massages and facials. For more information, visit [www.massageenvy.com](http://www.massageenvy.com), or follow us on Twitter [@MassageEnvy](https://twitter.com/MassageEnvy) and Facebook [www.facebook.com/MassageEnvy](https://www.facebook.com/MassageEnvy).

### **About PGA TOUR**

The PGA TOUR is the leading global platform in professional golf, showcasing the highest expression of excellence, both on and off the course. The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, grow and protect the game of golf and provide financial opportunities for TOUR players.

The PGA TOUR co-sanctions more than 130 tournaments on the PGA TOUR, PGA TOUR Champions, Web.com Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR China. Its members represent the world's best players, hailing from 24 countries (89 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to more than 1.1 billion households in 227 countries and territories in 23 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2016, tournaments across all Tours generated a record of more than \$166 million for local and national charitable organizations, bringing the all-time total to \$2.46 billion.

The PGA TOUR's web site is [PGATOUR.COM](http://PGATOUR.COM), the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla.

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