



## ABOUT **STRETCH ZONE**

Stretch Zone is the first and largest franchisor in the stretching industry and the only company that combines a proprietary stretch method with patented strapping equipment to improve muscle function throughout the body. Stretch Zone practitioners follow specific methods to properly position, stabilize, isolate and manipulate muscles using powerful principles of neuromuscular behavior to improve range of motion.

## **FOUNDER** STORY

Stretch Zone was founded in Miami in 2004 by **Jorden Gold**, one of the world's foremost experts in practitioner-assisted stretching.

Gold's passion for stretching started very near and dear to his heart after watching his grandfather's growing limitations due to diabetes. In about a year's time, Gold was able to get his grandfather from not being able to walk, to a walker, to a cane, to dancing at his cousin's wedding all through stretching, and at that point, he knew he had to scale it.



He found that a practitioner-assisted strapping system and principles of neuromuscular behavior enable the muscle to be isolated and stabilized, allowing for the resting muscle to rehabilitate while improving range of motion and circulation. Through further research, Gold discovered that stretching someone while using the same method consecutively alleviates stress from the muscle granting full range of active motion and improvement in motor skills.



## **GROWTH** STATISTICS

- 100 studio locations in August 2020
- 200 studio locations in June 2022
- 300 anticipated studio locations in June 2023
- 3 corporate studio locations
- 2 locations opening per week on average

# GROWTH

Stretch Zone is coming out of a remarkable 2022 with a 55% increase in new locations in 2022 and no studio closures yet to date. This accelerated growth positions the brand to reach 300 locations nationwide in Q2 of 2023.



## MEET PRESIDENT AND CEO, **TONY ZACCARIO**

Originally joining Stretch Zone as a General Manager in 2016, Tony Zaccario swiftly worked his way up to Vice President of Operations within a year and the President and CEO position by 2019. In his current role, he has spearheaded the brand's advantageous growth.

As an under-30 CEO business visionary who has set the brand on its growth trajectory, Zaccario focuses on Stretch Zone's operational differentiators with its patented strapping system that offers a full range of motion and improved quality of life for anyone, no matter the circumstances. His efforts to keep Stretch Zone in a commanding position continue to solidify its ascension to the top of its category, while building credibility with record-setting performance in the industry.



Staying true to making a difference in the lives of others, the brand formulated a more formal giveback initiative designated as GivZone. Built on a foundation to extend kindness, compassion and generosity to its community of employees, clients and each city it resides, the initiative gives the opportunity for each Stretch Zone location to engage with a local nonprofit. Fueled by a desire to serve its community with honor and selflessness, the brand's appetite for its people in business and the community remains consistent by becoming more than just a health and wellness concept but a vessel for community.