



For more information

**Contact:** Kevin Kramer, Chief Executive Officer

**Cell:** 707-301-7690

**Email:** [kkramer@uscryotherapy.com](mailto:kkramer@uscryotherapy.com)

**FOR IMMEDIATE RELEASE: October 6, 2016**

**Press Release:** *US Cryotherapy™ Franchising opens a C4 large center location in Tampa Bay, FL. Grand opening on October 6, 2016.*

**(Tampa, FL)** – US Cryotherapy Franchisees Mark Sergi and Alan Weiss will open the US Cryotherapy Tampa Bay doors to the public in a Grand Opening Event on Thursday, October 6th at 1905 W. Kennedy Blvd Tampa Bay FL, 33606. The cold air therapy wellness center offers a unique new way to cool and heal a person's body. Whole Body Cryotherapy (WBC) offered by US Cryotherapy is exposure to subzero temperatures in a walk-in chamber environment using refrigerated cold air with no use of liquid nitrogen. The entire body is exposed



(including chest, neck, and head during the short duration session). Extreme cold stimulates skin sensors, activating a Central Nervous System (CNS) response, which causes the release of endorphins, the body's natural pain inhibitors and mood elevators, and can accelerate recovery benefits while elevating mood and energy. Whole Body Cryotherapy treatments have been adopted by elite athletes, pro teams, and the general public as a holistic new way to treat the body. The center will also offer localized cold air treatments and facial rejuvenation options.

“Al and I are really excited to bring a US Cryotherapy center to Central Florida and the Tampa Bay marketplace. Our technology is the safest in the market and the treatments can help revitalize the entire body regardless of the ailment a person is dealing with,” stated Mark Sergi, Founder of the Franchise along with Weiss. “I live a very active lifestyle which drew me to this new wellness concept, and then I found US Cryotherapy and have seen the amazing recoveries on many occasions first hand,” added



[www.uscryotherapy.com](http://www.uscryotherapy.com)

1490 Drew Ave, Suite 110 Davis, CA 95618 Office: 866-279-2796

Sergi. "This center and the holistic health and wellness movement is a perfect fit for the educated and health-centric population of Tampa Bay." concluded Weiss.

"Consumers now have heard about Whole Body Cryotherapy (WBC)", offered Kevin Kramer, Co-owner and Chief Executive Officer of US Cryotherapy. "As they see more of our centers popping up monthly around the country and have the opportunity to try the equipment and educate a bit on what WBC really is, there becomes no doubt that this type of treatment in a walk-in, fresh ambient air system, treating the entire body from head to toe is prevalent and should be incorporated into a lifestyle regimen several times weekly. This has to match with the consumer, thus we feel our new pricing programs create flexibility for every user to utilize these centers their way, according to their time, wellness needs and budget." concluded Kramer.

US Cryotherapy Tampa Bay FL is located at: 1905 W. Kennedy Blvd Tampa Bay FL, 33606 Hours of operation, pricing, and other information can be found at:  
<http://www.uscryotherapy.com/locations/tampa-fl/>

#### **About US Cryotherapy:**

US Cryotherapy™ is a cold air therapy & equipment company based in the Sacramento, CA area. They operate company owned treatment centers in Roseville, CA and Davis, CA. with new locations (corporate or franchisee centers) planned in various locations around the country expanding rapidly.

US Cryotherapy was the first and remains the only company in the US offering whole body, walk-in chamber therapy using no liquid nitrogen for cooling. Their C4 systems accommodate up to four people in the chamber per session and are all electric refrigerated cold fresh air. There are documented advantages in areas of: safety, outcomes, and convenience using US Cryotherapy equipment. They are a global leader in WBC having administered more than 400,000 treatments since 2011 in multiple locations throughout the US.

US Cryotherapy is owned and operated by the Kramer family. US Cryotherapy's flagship center is located at 8200 Sierra College Blvd, Roseville, CA with Corporate Offices at 1490 Drew Ave, Suite 110 Davis, CA 95618. # 866-279-2796 [www.uscryotherapy.com](http://www.uscryotherapy.com)

For more information regarding US Cryotherapy, contact Kevin Kramer – CEO, at [kkramer@uscryotherapy.com](mailto:kkramer@uscryotherapy.com), or call 707-301-7690