



Discover the Difference

Media Release
For immediate use

The Finest Golfers use the Finest Equipment

Golf Mart Demonstrates How to Perfect Your Swing with the Power Plate® Machine

Power Plate Australia and Golf Mart are pleased to announce a new partnership which aims to help Golfers reach their full potential on the golf course with regular exercise on the Power Plate machine.

Golf Mart, Australia's line of premier golf stores, has incorporated Power Plate equipment into their major stores to show Golfers how to improve their swing and their overall fitness through Acceleration Training.

"Power Plate equipment provides an ideal platform for players to warm up and ready themselves for action," says Amanda Boyle, International Power Plate Master Trainer and Head of Education at the Power Plate Institute of Australia.

"When used as part of a healthy lifestyle, regular Power Plate workouts can help improve strength, power, flexibility and movement efficiency to give Golfers that all-important edge over their competitors."

"Our new partnership with Golf Mart allows Golfers of all levels to be given the opportunity to try the Power Plate machines in store, following a golf-specific program to feel how their bodies loosen and prepare to shoot under par every time!"

Internationally renowned golfers Colin Montgomerie, Lee Westwood and Darren Clarke are among the many professional sportsmen and women to successfully incorporate Power Plate equipment into their training programs. The Power Plate machine works by transferring vibrations to muscles, which naturally activates reflexive muscle contractions. A static or dynamic pose, held for up to 60 seconds at a time, activates multiple muscle groups simultaneously to stretch, tone or strengthen.

To find your local Golf Mart store with Power Plate equipment, visit www.golfmart.com.au. To find out more about Power Plate equipment, visit www.powerplate.com.au or phone 1300 411 495.

#ENDS



Notes to the Editor

About Golf Mart

Golf Mart is one of Australia's best known Golf equipment stores which features a great range of golfing equipment.

With Golf Mart locations across Queensland, New South Wales, Victoria and South Australia, it is easy to get a great deal on golf drivers, golf balls, golf sets, golf clubs and golfing accessories.

Golf Mart stocks well-known brands such as Nike Golf, Callaway, TaylorMade, Adams Golf, Brosnan Golf, Prosimmon, Sonocaddie, Srixon, and Sureshot GPS.

www.golfmart.com.au

Media Enquiries

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About Power Plate

Acceleration Training™ exercise on the Power Plate machine offers a wide range of benefits, and you can notice the difference in as little as three short sessions per week.

When used as part of a healthy lifestyle, regular exercise can help to improve muscle strength and tone, fitness, power, flexibility, range of motion, balance, coordination and relaxation. It can also reduce the appearance of cellulite and body fat, encouraging weight loss.

It is also used by sports professionals from a range of disciplines for stretching, warming up and relaxation purposes.

www.powerplate.com.au

1300 411 495

