



Celebrate Dad with the Gift of Float Therapy This Father's Day

True REST Float Spa Offers *Deal for Dad: 3-Pack Float Sessions*

PHEONIX (June 11, 2021) — Let's face it, 2021 hasn't been the easiest year. The toll of mental and physical stressors has put added strain on everyone, especially parents. So, to celebrate Father's Day, the world leader in floatation therapy and the largest float spa brand, True REST Float Spa, is honoring dads with a "Deal for Dad" that includes three 60-minute, stress-relieving float sessions. Each floatation session in a zero-gravity, zero-distraction environment will help fathers substantially reduce stress, relieve physical pain and get better sleep.

The Deal for Dad: 3-Pack Float Sessions special offer includes three one-hour floatation therapy sessions for \$129 for non-members and \$99 for members (more than a 50% savings). The Deal for Dad may be purchased and redeemed at any one of the 36 True REST Float Spa locations nationwide. The offer is valid from June 11 through June 21 and may be purchased online or at any participating location.

Giving the gift of rest means dads can experience the relaxing environment provided by float therapy, which has proven benefits, including reduced symptoms of [stress](#), [anxiety](#), [chronic pain](#) and [inflammation](#). Float therapy is a [holistic and non-evasive therapy](#) combining two different factors to achieve health and wellness of the mind and body: the reduction of external stimuli and a zero-gravity environment.

Patrick Gerke, military veteran, former True REST franchise owner and father of three, can attest to the benefits of floating and hopes more men get involved in the practice for what it can do for the mind and body. As a dad and role model, taking care of himself has been incredibly beneficial, especially for his kids, who have watched him prioritize his mental and physical health and how important that is for overall wellness.

"My son plays competitive ice hockey, and he travels quite a bit. Now that he's getting older, he has to take care of his body. He has the typical sports anxiety that he carries. I think that watching me take care of myself mentally and physically, sets a tone, sets an example and shows him that guys need to take care of their emotions and their anxieties and their stresses just as much as anybody else," Gerke said.



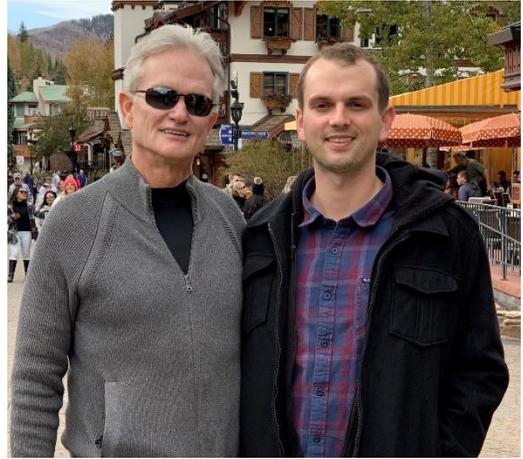
Former True REST Franchise Owner, Patrick Gerke with his

While Gerke introduced his children to float therapy, it was different for Tanner Heim, a True REST franchisee owner of two locations in Austin, Texas. Tanner introduced his father, Marcus Heim, D.O., to float therapy as he began to physically slow down after almost four decades as an orthopedic surgeon. Marcus didn't know much about the practice but heard several high-profile athletes discussing its use in sports recovery. Also, noticing the changes in his son from floating, Marcus decided to give floating a try.

"When we went down to Austin, I floated for the first time, and from my first float, I got it. I understood how relaxed you could be, and having been a trauma surgeon now for several decades, that was wonderful," Marcus said. "I learned about float therapy through Tanner, it made an impact on me. I see how it affects me and how it affects many people's mental health. I did my research and learned more about what floatation therapy does physiologically and mentally to the body, and I was sold."

As a holistic and all-natural solution to health and wellness, float therapy takes place in a pod filled with

1,000 pounds of Epsom salts mixed with 180 gallons of water. Guests float in a distraction-free environment, allowing the mind to rest by eliminating the typical overload of the senses brought on by external stimuli and everyday responsibilities. The zero-gravity environment is achieved as the buoyancy of the water is set to skin temperature. This alleviates any tension or stress in the muscles and joints. The zero-gravity floatation experience provides profound benefits and helps individuals feel refreshed and rejuvenated after each 60-minute float session.



Franchise owner Tanner Heim with his dad, Marcus Heim.

Fathers deserve a moment of self-care and a way to decompress from the hustle and bustle of everyday life. By meeting customers' needs with a unique and all-natural experience, tailored services and quality care, True REST Float Spa is committed to the science of feeling great. Each location provides a luxury, spa-like experience and is outfitted with float pod suites, individual showers, changing areas, an oxygen bar and an oasis room.

The Deal for Dad: 3-Pack Float Sessions package is available and redeemable at participating True REST Float Spa locations across the country. Additional float opportunities are available for those looking for a wellness routine through True REST's membership-based program.

To learn more about flotation therapy and True REST Float Spa, visit www.TrueREST.com. For more information about the Father's Day "Deal for Dad" special gift offer, visit TrueREST.com/Dads.

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About True REST Float Spa

True REST Float Spa is the world's largest float spa brand. In 2021 True REST ranked No. 139 in Entrepreneur's Top 500. With over 85+ awarded locations, including 36 open locations and another 15 under construction, it is on its way to servicing 1 million floats. True REST Float Spa has created a luxury float spa experience in 10 inches of water and 1,000 pounds of Epsom salts. Members float effortlessly in their float suite. Each location is dedicated to providing pain relief, relaxation and better sleep through a 60-minute float session. True REST Float Spa offers monthly memberships, programs and packages. For more information, go to www.TrueREST.com. Or visit Facebook: <https://www.facebook.com/TrueREST>, Twitter: <https://twitter.com/truerest> or Instagram: <https://www.instagram.com/truerest>. For franchising opportunities, go to www.TrueRESTfranchising.com.

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