



True REST's *Float to Freedom* Encourages Summer Relaxation with Unlimited Floating

Chill Out and Relax This July with Floatation Therapy

WHO: True REST Float Spa – the world's largest float therapy brand with 36 locations in 16 states.

WHAT: This summer, from July 1 to July 31, members and nonmembers who sign up for a True REST Float spa membership or upgrade their current membership will receive a month of free float sessions. Each floatation session includes one hour in a zero-gravity, zero-distraction environment to help substantially reduce stress, relieve physical pain and get better sleep. The offer is available at any of True REST's 36 locations nationwide.

WHEN: True REST Float Spa's *Float to Freedom* deal is available July 1 through July 31.

WHERE: At participating True REST Float Spa locations. To find a True REST Float Spa location, visit <https://www.TrueREST.com/Locations>

HOW: www.TrueREST.com/Freedom

DETAILS: True REST Float Spa members float effortlessly in hourlong sessions that provide a sensory and gravity-free environment, restricting external sources of distraction for an extreme form of rest. Each float pod, filled with 1,000 pounds of Epsom salts and 180 gallons of water, creates a 30% salt solution, enabling effortless floating. Epsom salts have established healing effects that treat inflammation of the joints and muscles and ease chronic pain for the body like the neck and back. The high salt level is excellent for the skin, hair and nails, acting as an exfoliant while also drawing out toxins and lactic acid from workouts to reduce stress and relax the body.

Scientific studies prove that float therapy effectively relieves stress, reduces pain, improves sleep, accelerates immune function, alleviates depression and anxiety. Additionally, floatation therapy can help with addictions, amplifies cognitive performance creativity and many other physical and psychological issues.

True REST Float Spa is a membership-based spa that provides a luxury float spa experience. Every location offers a spa-like environment with services tailored to meet customers' individual needs for better relaxation. Locations boast up to six float pods for personal appointments and provide an oxygen bar along with a comfy oasis room for clients. True REST is determined to offer a holistic solution to health and wellness and provide its members with an experience unlike any other.

Memberships begin at \$65 and include one 60-minute float per month plus one shared user. Additionally, members are treated to complimentary use of the spa's oxygen bar, may share floats with one authorized user, purchase discounted single floats for \$59 each and every member floats for FREE within ten days of their birthday. There is no annual contract and accrued floats rollover. Memberships may be used at any True REST location nationwide.

###

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: www.Facebook.com/TrueREST, Twitter: www.Twitter.com/TrueREST or Instagram: www.Instagram.com/TrueREST. For franchising opportunities, go to www.TrueRESTfranchising.com.

MEDIA CONTACT:

Jo Trizila, TrizCom PR on behalf of True REST Float Spa

Email: Jo@TrizCom.com

Office: 972-247-1369

Cell/Text: 214-232-0078