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St Pete Run Fest partners with Back 2 Normal where healing for the body meets performance for life

St. Petersburg, FL- EndorFun Sports operator of St Pete Run Fest announces a partnership with Back 2 Normal as “Official Partner” of the running festival downtown St Petersburg on November 18-19, 2017.

Back 2 Normal is a physical therapy, performance and wellness center located next to City Hall downtown St Pete. The center offers preventative and injury management services with a team approach providing a personalized and holistic environment for active life styles and sports performance.

Back 2 Normal’s **beresponsible™** campaign launched in January 2015. The campaign is about making choices, being intentional, proactive and creating the life you want by taking responsibility for it! Back 2 Normal plays a role in helping you achieve your best life.

As part of this program, Back 2 Normal is proud to support Healthy St. Pete, which is a citywide community engagement and empowerment initiative that helps our community eat, play, shop and live HEALTHIER.

“Back 2 Normal is a natural fit for the event and complements the Healthy St. Pete initiative and our mission to make this the best running event on the planet”, said Keith Jordan CEO of EndorFun Sports.

EndorFun Sports and Back 2 Normal are working together to create a truly unique recovery experience, led by Lisa Chase (PT, CFMM, OMPT, Astym Certified) and her

highly skilled and experienced team. The “Back 2 Normal Recovery Zone” includes the latest in technology and treatments to ensure runners quicker recovery times.

“The “Back 2 Normal Recovery Zone” will be unlike anything else in the running industry, combining innovative products in a truly immersive environment,” said Lisa Chase.

About Back 2 Normal

Back 2 Normal specializes in physical therapy, performance enhancement and wellness. We deliver and excel in an approach that promotes healing, expedites recovery, maximizes performance and accelerates pain relief. We provide a personalized, caring, holistic environment that offers private and individualized treatment with an unwavering commitment to excellence.

Our primary goal is to detect the true cause of injury and pain, offer quick and easy solutions that produce results. We empower the body to heal by using the most advanced treatments and technologies blended with a unique clinical application. We promote a self-care approach and offer treatments and products that clients can take home to speed recovery, prevent recurrence and enhance overall wellbeing. Our team of experts are invested in being health and performance advocates and we enjoy the journey of helping individuals achieve success and getting them Back 2 Normal.

For more information about Back 2 Normal, visit <http://back2normalpt.com/>

About EndorFun Sports

It has been over three years since downtown St. Petersburg hosted a major running event. With its growth and increased global appeal, EndorFun Sports LLC is thrilled to bring the St. Pete Run Fest to life this November. EndorFun Sports was incorporated in 2002, with their company office in St. Petersburg, Florida. Over the last 15 years EndorFun has developed and produced world class events in New Hampshire and Texas, such as: Ironman 70.3 Timberman (awarded "Best Large Triathlon in the U.S." by USA Triathlon), Ironman 70.3 Austin, Big Lake Half-Marathon, and the Gritty Goddess Women's SK Obstacle/Mud Run. These events have attracted more than 200,000 participants and earned Keith Jordan, CEO of EndorFun, "Race Director of the Year" by USA Triathlon New England.

For more information about the event, or to register, visit www.stpeterunfest.org