



## **Engaged Nation Launches Digital Golf Experience Featuring Massage Envy's Total Body Stretch Service**

**LAS VEGAS, Nevada (June 18, 2018)** – Engaged Nation today announced that Massage Envy will implement Engaged Nation's patent-pending REACH gamified marketing system to promote its new Total Body Stretch service featuring the proprietary Streto Method as well as the brand's partnership with the PGA TOUR.

Engaged Nation created a customized, digital golf game to support Massage Envy's new service rollout. Dubbed the "Massage Envy Open," the new game combines golf-themed graphics and unique design elements with classic, midway-style gameplay to create a fun, interactive experience designed to entertain and reward participants. Players will be given the opportunity to play the game multiple times per day and earn entries into a grand prize drawing. The promotion is scheduled to run for one month and features a grand finale drawing where one player will be awarded a year of free Total Body Stretch services.

"We are excited about working with Engaged Nation to provide a new, interactive way for customers to learn about our exciting Total Body Stretch service," said Jeanna Corley, Vice President, Marketing at Massage Envy. "The interactive program they have developed will help increase awareness about our new Streto Method, while helping customers directly engage with us on a platform that highlights our position as the Official Massage Sponsor of the PGA TOUR. We believe the program will not only entertain and engage customers but help to drive on-site visits and incremental revenue."

Combining over 15 years of massage expertise with the latest stretch research, Massage Envy's Streto Method is a series of prescribed movements that deliver more than people can achieve by stretching on their own. Regular assisted stretching increases flexibility, which improves mobility, leading to better performance.

"It's great to partner with a prestigious brand like Massage Envy," said Engaged Nation CEO Jerry Epstein. "We are proud to be associated with such a forward-thinking company. We're excited about launching the Massage Envy Open online program to help Massage Envy increase engagement with its customers and support its revenue objectives."

Interested parties may go to [massageenvyopen.engagednation.com](http://massageenvyopen.engagednation.com) to play in the Massage Envy Open and earn entries to win one year of Total Body Stretch services.

### **About Engaged Nation**

Founded in 2008, Engaged Nation is the leader in strategic gamified marketing with its patent-pending REACH™ system. Using multiple digital platforms that educate and entertain, REACH™ creates a customer engagement cycle that repeatedly engages, incentivizes and retains existing customers, reactivates dormant customers, drives new customer acquisition, and creates true brand ambassadors who generate significant incremental revenue for businesses. For more information about the company's suite of gamified digital engagement products, please visit [www.engagednation.com](http://www.engagednation.com) or call 702-778-0701.

### **About Massage Envy**

Massage Envy, based in Scottsdale, Arizona, is a national franchisor and, through its franchise locations, is the leading provider of therapeutic massage and skincare services, and proprietary assisted stretching service, Total Body Stretch. The Massage Envy franchise system is, collectively, the largest employer of massage therapists and estheticians, with more than 35,000 dedicated wellness professionals that provide best-in-class service to over 1.65 million members. Founded in 2002, Massage Envy has more than 1,180 franchise locations in 49 states that have together delivered more than 100 million massages and facials. For more information, visit [www.massageenvy.com](http://www.massageenvy.com), or follow us on Twitter @MassageEnvy and Facebook, [www.facebook.com/MassageEnvy](http://www.facebook.com/MassageEnvy).

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