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Massage Stick Promotion



When Tony McManus told me about the massage stick I thought, "What's he on about?". However, I was interested, as I have been suffering from an upper hamstring problem for ten months, which prevented me from sprinting at speed.

I found the New Zealand supplier's website (www.thestick.co.nz), read all the background information about how and why they work and then ordered the more flexible **Marathon Stick** to 'give it a go'. Within a few days of using the stick, I noticed a change in how my muscles were feeling and the 'tight' area in my upper hamstring had disappeared!!!

I ordered a **Sprinter Stick**, which is less flexible, so I could compare the two.

I was so impressed by how easy it was to use them, that I contacted the supplier to see if he would consider allowing Canterbury Masters Athletics to purchase the product at a reduced rate, as I know we would all benefit from using one.

I'm not suggesting it will cure everything, but if used regularly as part of your training regime along with regular stretching exercises etc., I am sure many of the benefits outlined in their website will occur.

I have samples of both massage sticks that you can try, which I will bring to QEII or various other races. Once you try it for a few days, I am sure you will not be disappointed.

Andrew Stark (CMA President)

Below is information & prices from www.thestick.co.nz website. I suggest you look at the website for more information.

\$62.50 + \$7.50 courier

**SG-2000
Marathon Stick**



- Popularized by world class distance runners
- Most flexible of small models
- 10 spindles • 20" • 10 oz.

Marathon Stick – a flexible Stick for those with less muscle mass, who are older, more tender, or just prefer a lighter pressure (ideal for post exercise recovery). The Marathon is a short stick particularly good for use on the limbs (legs, arms, neck). A great tool for runners, walkers, cyclists and tri-athletes.

**CMA Price
\$60.00
each
+
\$2.50 courier
(if required)**

\$67.50 + \$7.50 courier

- Designed for well-developed legs
- Most rigid of short models
- 19" long • 9 spindles • 11 oz.

**G-1900
Sprinter Stick**



Sprinter Stick – a firm Stick to provide deeper pressure and are most appropriate for more muscular physiques, larger individuals, or those who especially enjoy deep pressure. The Sprinter is also a short stick especially suitable for use on the limbs. Cyclist's calf muscles particularly enjoy massage from the Sprinter.

If you are a member of **CMA**, my contact details are in Cant-A-Long. For all other athletes who are interested in **purchasing** a massage stick, contact Andrew Stark on ...

cmams2011-promo@yahooxtra.co.nz

I will provide you with your payment & delivery options ASAP once I receive (see) your e-mail.

Note: The promotion of these two models of the Massage Stick is a fund-raiser for CMA, whereby a small percentage of the purchase price is retained by CMA to assist us in the running of our organization. CMA acknowledges the supplier of the Massage Stick for his support of CMA.

Welcome to the world of 'The Stick' where we all enjoy happy muscles!

When you purchase a stick, you will find a brochure wrapped around your Stick outlining some features and also some diagrams and tips for use. We have added a little more information below which you might find useful in the use of your **Stick**.

General Instructions:

- A typical treatment for healthy muscle tissue is about 20 progressively deeper passes over each muscle group (about 30 seconds per area).
- Discomfort or pain may be experienced when the spindles locate a bump or tender knot in the muscle - this is known as a trigger point.
- Muscles containing trigger points are often weak, stiff and sore. They are frequently tight, easily tire and often hurt. Muscles containing chronic trigger points may need additional passes over the involved area and may require attention several times daily until healed.
- The rolling action of **The Stick** will remove these trigger points through the compression and stretching of the muscle. A healthy copious blood supply will be promoted to assist the natural recovery and healing process and provide essential nutrients to the muscle.
- Keep muscles relaxed during rollout. It is not necessary to hurt the muscle in order to help it! Pressure on the muscle by **The Stick** can be varied by moving the hands closer together and is at your own discretion dependent on how your muscle feels. The rollout can be in both directions.
- For treating the calf muscle, try lifting your foot off the ground, hold **The Stick** in behind the calf then move your leg up and down against **The Stick**. As per the diagrams enclosed also try rolling the calf with the leg on the ground. You will feel what is most effective for you.

For best results, use The Stick

- In the morning after you wake up.
- Immediately before you go to bed.
- Pre activity to warm the muscles, lessen your chance of injury and prepare them for action. If you have a stretching routine, roll the muscle first, which will promote an increased blood flow and correspondingly allow a much more effective stretch. Immediately upon completion of exercise. The Stick will force a relaxation of the exercised muscle and will encourage new blood flow to accelerate recovery.



Use it anytime you want your muscles to feel better!

You now have a tool that you can use to treat your whole body easily and quickly.

The repetitive use of our muscles (be it walking, running, stretching, bending) can increase toxin accumulation in the muscle or maybe cause just a small misalignment of the muscle fibres or fascia. We are all exposed daily to these potential tissue problems, but now by using **The Massage Stick**, you have the tool to help alleviate those barriers to optimum muscle performance.