

# THE PGA TOUR AND MASSAGE ENVY JOIN FORCES

By *BARRY CRONIN*

**L**AST SUMMER, THE PGA Tour entered into a relationship with Massage Envy, a nationally franchised physical therapy and massage service provider. But PGA Tour member Jamie Lovemark beat the PGA to it—by several years.

Now, Lovemark, 29, a native of Rancho Santa Fe, Calif., is one of 10 PGA players serving as ambassadors for the brand, and he can't say enough good things.

Talk about an authentic product endorsement.

In June 2017, the tour signed Massage Envy to a four-year agreement to be an Official Sponsor of the PGA Tour and PGA Tour Champions and to be the Official Body Care Sponsor of the Player Performance Centers, the Tour's mobile training and wellness trailers.

Lovemark joined Massage Envy as a paying member several years ago in order to take advantage of its massage and stretch services while competing on the PGA and Web.com tours. Early in his career, the 6-foot-2, 215-pounder suffered from a herniated and bulging disc in his back, as well as a rib injury from college, and needed regular massages and stretches to recover and prevent future injury.

For Lovemark, convenience was key.

"There's a Massage Envy in every city we visit," Lovemark says of the outfit, which has 1,150 franchises across the country. "I figured it would be a great way to get soft tissue work done and just get to it."

Some might be concerned about working with a different therapist each time, but Lovemark said high quality never has been a worry.

"They're all well-trained," he says. "I've never had a bad therapist in all the times I've been there. I trust them with the massage and always have a great session."

Lovemark uses Massage Envy in combination with the tour's own traveling physical therapists.

"Definitely, I'll go in the tour van to get a stretch after my round...and then I'll do a massage once a week, and hopefully that's enough to kind of keep my body in check for the next week."

As part of the sponsorship, Massage Envy's goal is to bring the kinds of stretching and massage services normally available only to professional athletes to recreational golfers and other athletes.

Lovemark participates in pro-am events most weeks and has concluded that the amateur golfers he plays with could

benefit from Massage Envy services.

"With amateurs, flexibility is one of their biggest issues," says Lovemark. "I've seen so many swings week to week that are just short and tight and don't look athletic or comfortable."

"The Total Body Stretch and massage will help you

## STRETCHING OUT WITH THE STRETO METHOD

Massage Envy's proprietary Total Body Stretch service uses the Streto Method, a new, professionally assisted stretching protocol. The Streto Method combines the research and expertise of an acclaimed chiropractor, massage therapist and ergonomist, who collaborated to develop the method for Massage Envy. It is built around a sequence of 10 targeted stretches that work from the top down, helping your muscles reach maximum flexibility. Used as part of a wellness routine, Total Body Stretch can increase mobility. And that will only help your golf game.

maintain flexibility and increase it, which will help you hit the ball farther, make a better turn, keep you more injury-free, and so on.”

In the 2016-17 PGA Tour campaign, Lovemark finished No. 51 on the money list with official earnings of \$1,841,722. He played in three of the season’s four major championships and three of the four FedExCup Playoff events.

Lovemark was something of a prodigy as a youngster. He began working his way to the pinnacle of amateur golf starting at age 16. He won the 2004 Western Junior, the 2005 Western Amateur, the 2007 individual NCAA Championship (as a freshman at USC), and qualified for membership on the Web.com Tour in 2010.

He suffered a freak rib injury while still in college and hurt his back shortly after turning pro. Both have slowed his much-anticipated PGA Tour career.

But in each of the last two years, he has recorded three top-10 finishes and appears to be reaching a point in his career when injuries are behind him and he is on the brink of reaching his potential. **CG**

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