



PRESS RELEASE

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BIOMechaniks Grand Opening in Shops of Forest Hill

FOR IMMEDIATE RELEASE – December 9, 2011 – Germantown, TN – Certified Athletic Trainer (AT), Yusuf Boyd, MS, ATC, LAT will celebrate the grand opening of his boutique health and wellness studio, BIOMechaniks, located at 3100 Village Shops Drive Germantown, TN with an open house on Saturday, December 17, 2011 from 5-8 p.m. BIOMechaniks is breaking new ground in the Mid- South by offering a comprehensive, research based approach to health/wellness; whether you are embarking on a new journey to become healthy, a world-class athlete, or any level in between, they can help.

BIOMechaniks offers an array of services: injury prevention/rehabilitation, athletic performance, personal training, group training, educational seminars and corporate wellness. The open house will provide an opportunity for people to view demonstrations on state of the art fitness equipment including cycling CompuTrainers, TRX suspension trainers, and the MoveStrong functional station as well as meet staff and discuss their fitness questions and needs.

Boyd has been an AT since 2002 when he completed a nationally accredited Athletic Training Education Program (ATEP) at the University of Wisconsin – Milwaukee and passed the rigorous Board of Certification, Inc. (BOC) national exam. Boyd also completed his Master of Science focusing in Psychology/Sociology of Sport and Physical Activity while attending UW-Milwaukee. Upon completing his graduate work, Boyd accepted a position as Assistant Athletic Trainer with the Memphis Grizzlies. After acclaimed success and growth as an Athletic Trainer in the NBA for several years, Boyd launched BIOMechaniks full time in 2010 which was housed at S Training Studio in Memphis until November 2011.

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“BIOMechaniks was developed in an effort to offer a higher quality, research based option to the greater Memphis population. I truly enjoy helping people. We don’t have the ‘puppy mill mentality’; our goal is to provide you with a service that truly addresses what you need, keeping fitness effective, interesting, fun, and injury free so that you can continue participating in the activities you love,” Boyd says. “We want you to walk away from the facility feeling like you’re getting what you need to get your life on track. There is an epidemic of obesity and Type II diabetes in Memphis that hopefully we can change one individual at a time.”

In addition to performing some of the same functions as a personal trainer, ATs like Boyd are healthcare professionals educated in preventing, recognizing, managing and rehabilitating acute and chronic injuries, conditions and disabilities. When necessary they collaborate with physicians to optimize treatment.

Boyd has a Bachelor of Science in Fitness Management from Mississippi State University ('98). He earned his Master of Science Degree in Human Kinetics from University of Wisconsin – Milwaukee, focusing in Psychology/Sociology of Sport and Physical Activity. He is also a member of Kappa Alpha Psi Fraternity, Inc. and an eight-year veteran of the Army Reserves.

For more information about BIOMechaniks’ services and/or open house on Saturday, December 17th please call 901-283-3917 or 901-620-6127.

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