



**FOR IMMEDIATE RELEASE**

**Firefly Recovery, Innovative Athletic Recovery Device, Partners with Leading Canadian Distributor, 360 ATHLETICS**

**Oakville, On – In a significant development for the Canadian athletic recovery market, Firefly Recovery is thrilled to announce its partnership with a leading Canadian distributor, 360 Athletics, to bring its game-changing recovery product to athletes across Canada. Firefly Recovery is set to revolutionize the way athletes recover, making it more accessible and effective than ever before.**

**Firefly Recovery has disrupted the status quo by introducing a portable, easy-to-use, scientifically proven athletic recovery device trusted by over 700 professional and collegiate teams worldwide. This innovative device enables athletes to recover anytime and anywhere, without the hassle of cords or plugs, while increasing blood flow throughout the body by a remarkable 400%. The result? Athletes can reduce soreness and recover up to three times faster.**



**The core benefit of Firefly Recovery is its ability to significantly enhance blood circulation. Increased blood flow is a game-changer, reducing pain, soreness, and swelling, ultimately allowing athletes to train harder and perform at their best. With Firefly Recovery, athletes can avoid the "dead leg feeling" that often plagues them during long flights, making it a go-to choice for pro athletes like five time Olympian Kerri Walsh Jennings, NHL standout Sam Gagner and professional teams, such as the San Francisco 49ers.**



**Electrical stimulation therapy has long been a staple in the world of sports medicine, used by professional and collegiate athletes to expedite recovery and alleviate pain. However, traditional electrical stimulation machines, often referred to as TENS machines, are bulky, inconvenient, and limited to stationary use within the confines of a training room.**

**The partnership between Firefly Recovery and 360 Athletics is poised to reshape the landscape of athletic recovery in Canada. Athletes from all backgrounds, whether professional, collegiate, or recreational, can now access this cutting-edge technology to optimize their performance and recovery routines.**

**For more information about Firefly Recovery and its innovative athletic recovery device, please visit <https://360athletics.com/firefly/>**

#### **About Firefly Recovery:**

**Firefly Recovery is a leading provider of cutting-edge athletic recovery solutions trusted by over 700 professional and collegiate teams. Their innovative device, designed for athletes of all levels, increases blood flow by 400%, enabling athletes to recover up to three times faster. Firefly Recovery's portable and easy-to-use technology has become a game-changer in the world of sports medicine.**

#### **About 360 Athletics Inc.**

**360 Athletics has been the most trusted Canadian sporting goods wholesaler for more than 50 years. We pride ourselves on offering our customers the**

**highest quality of products in these core channels: Institutional, Fitness Specialty, Commercial Fitness, Clinical, Retail, and Direct to Consumer.**

**For more information, check out [360athletics.com](https://360athletics.com)**