



MEDIA RELEASE

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FOR IMMEDIATE RELEASE: January 27, 2021

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Small Business Series Features Athletic Restoration

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviewed Bobby Fox, owner of Athletic Restoration, as part of his video series highlighting small businesses.

Athletic Restoration is a deep tissue sports massage therapy provider that has worked with athletes from the NCAA, professional and Olympic arenas, but it's not just for the famous: "Anyone who comes through the door" is welcome to the services, its owner says.

During the series, the Mayor has conducted interviews with small business owners and operators, providing them the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees and share any plans they have for the future. A new vignette runs each week on the county and Mayor's various social media platforms.

In this week's interview, the Mayor and Fox focused on what Athletic Restoration does and why it's unique.

"We try to stay optimal as to how we work with our clients," Fox said. "We like to work with big muscles to small muscles and use pulse electromagnetic in collaboration with deep tissue (massages). When we use that equipment, it allows for a better blood-oxygen exchange in the body and thus promotes better healing at a deeper portion of the body."

Mayor Jacobs touted the services, adding: "As an athlete, I recognize the importance of massage therapy and ensuring your body is functioning and moving in an optimal way, and if that doesn't happen it causes a lot of issues both in short term and also some chronic issues and long term." Fox agreed.

"We really are extremely detailed oriented in everything we work with," Fox said. "We get a lot of people with chronic shoulder issues and chronic back issues and we understand that there are a lot of areas of the body that you wouldn't normally think are associated with that pain symptom. We know where to go to and administer the right types of protocols to help that issue out."

To hear more of what was said, check out the [video](#).

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