



NEWS RELEASE

To help Kinesiologists reduce rehab times and support active people, the Canadian Kinesiology Alliance proudly announces a partnership with Mobility Tape.

OTTAWA, May 10th , 2018 - The Canadian Kinesiology Alliance / Alliance Canadienne de Kinésiologie (CKA / ACK) is pleased to announce that it has entered into a three year partnership with Mobility Therapeutic Tape Ltd. The CKA / ACK encourages Kinesiologists to use Mobility Tape’s unique collection of kinesiology taping products to reduce rehab times and support active people amongst many other benefits. Mobility Tape will actively work with the CKA / ACK to grow awareness and understanding of our products and services and increase adoption rates amongst the kinesiology practice.

“Kinesiologists understand that taking the time to exercise while experiencing injury or discomfort in movement, can be a daily struggle for many people, states Marie-Claude Leblanc, president of the Canadian Kinesiology Alliance. This is why we stay on top of the most current and innovative research to ensure that our clients get the most current care, to continue exercising efficiently and effectively. With our understanding of the relationship between exercise, physical functioning and healing management, we can ensure that our clients’ exercise programs, including Mobility Tape to support them in their movement, will have the greatest benefit on their overall health.”

“Long a favourite of Olympic athletes and top clinical practitioners, Mobility Tape brings to Kinesiologists breakthrough technology in the treatment of pain, says Jay Noronha – Managing Director at Mobility Therapeutic Tape. Heat infusion accelerates healing in a more flexible and durable tape. A difference you’ll see in greater mobility, less irritation, improved circulation with reduced swelling, and dramatically enhanced range of motion and overall comfort. A truly better quality of life from a longer-lasting tape!”

A PROVEN METHOD TO IMPROVE OVERALL HEALTH

What sets mobility tape apart is the science behind it. Heat therapy dates back thousands of years to ancient Egyptians and Greeks that used it recreationally and for healing and pain reduction. Modern science confirms that the three most effective methods of transferring heat are conduction, convection and radiation. Mobility Tape utilizes conduction; transferring heat at the molecular level through physical contact. The beneficial effects of heat on the body are multiple: heat dilates both arterioles, venules and capillaries, effectively increases blood flow and circulation, increased blood flow allows muscles to relax, increasing range, of motion and flexibility to the muscle, tendons and ligaments, and more importantly for the patient, heat is proven to decrease pain and discomfort.

EVIDENCE-BASED PRACTICE

Mobility Tape uses menthol and camphor, highly effective topical counterirritants. Cells in the body have pain sensing ion channels known as TRP – transient receptor potential. TRPA1 is an ion channel on the plasma membrane of many human cells. This ion channel serves as a sensor for environmental irritants, pain, cold and stretching. (L.J. Macpherson et al. 2006). Read more on the [Science of Menthol and Camphor](#)





About Mobility Therapeutic Tape Ltd.

Mobility Therapeutic Tape is engaged in the development of advanced Kinesiology Rehabilitation tapes and introduction to advanced level instructional courses that promote the use of kinesiology tape by trained muscle and soft tissue therapists such as Kinesiologists, Chiropractors, Physio-therapists, Massage therapists, Occupational therapists, Osteopath’s and sports trainers. Our aim is to promote healthy and active living through combining the knowledge of experts and superior products such as our Heated Mobility Tape. Our goal is to reduce rehab times and support active people in their pursuit of a full life bounded by NO LIMITATIONS...

ABOUT THE CANADIAN KINESIOLOGY ALLIANCE

Kinesiologists are human movement specialists. Kinesiologists specialize in different areas such as: health promotion, athletic training, rehabilitation, workplace health and safety, ergonomics, disability management, research and sports medicine. The Canadian Kinesiology Alliance / L’Alliance Canadienne de Kinésiologie (CKA / ACK) is a non-profit corporation that advocates and promotes the advancement of the profession of kinesiology in Canada. The CKA / ACK strives to be recognized as the unifying voice for the profession of kinesiology in Canada, and to have a positive impact on Canadians.

On a national level, the CKA / ACK represents seven provincial kinesiology associations (PKAs) that are member associations and over 3,500 affiliated Kinesiologists by developing progressive partnerships with other national organizations, providing support to effect positive change within government and public policy, and by promoting the science of Kinesiology. The CKA / ACK establishes and promotes the standards of the profession across Canada.

For more information:

France A. Martin, m.b.a., Executive Director – CKA / ACK – 1-844-546-3746
Jay Noronha, Managing Director - Mobility Therapeutic Tape - 1-844-662-8273

www.mobilitytape.com

