



body helix



**USTA NORTH CAROLINA**

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BODY HELIX

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Body Helix partnership provides discounted compression products to NC Tennis community

FEBRUARY 26, 2021

USTA North Carolina is excited to announce a sponsorship agreement with Body Helix, LLC, a North Carolina company engaged in manufacturing and distributing world-class compression products for injured joints and muscles.

The sponsorship will provide NC Tennis players with access to a NC Tennis online store where Body Helix products can be purchased at a discounted rate.

"Our company is all about helping tennis players move through their pain with the finest compression products in the world," said Body Helix Chairman Fred Robinson.

Body Helix products are designed by Robinson alongside the Body Helix CEO, Dr. Tom Parker. The high-grade, latex-free materials allow the products to stretch over 300 percent. Additionally, sweat does not absorb into the material and body motion is unrestricted. Both Robinson and Parker are longtime tennis players who understand the evolving needs of the sport's athletes.

"Our company now offers products that will virtually address almost any body part a tennis player can tear up," Robinson said.

Through the partnership and the launch of the NC tennis store, the tennis community can purchase co-branded products, such as Hydro-Tec socks, hats, hoodies, shirts, compressions sleeves and more.

"The partnership with USTA North Carolina affords us the opportunity to reach a larger audience of tennis players," Dr. Parker said. "We have an ideal product to provide compression with the expected benefit of reduced pain and increased support to the injured tissues."

In response to the COVID-19 pandemic, Body Helix did its part by producing masks.

"We knew that we had the right supplies and a great team to convert from our compression products production to mask production," Dr. Parker said.

USTA North Carolina's Executive Director, Kelly Gaines, said the Body Helix masks are cool, comfortable and stay in place during tennis play.

"In a time that is so unreal, tennis has remained a safe activity and sport to play," Gaines said. "We are thankful to partner with Body Helix, not only to keep our limbs protected during play, but to keep those we care about and the greater tennis community healthy."

The company's vision to bring its masks to tennis courts aligns with USTA NC's prioritization and execution of safe play.

"We could not be happier to have this partnership," Dr. Parker said. "It is an opportunity for growth and a mechanism to support the North Carolina organization."

Visit the NC Tennis store at [nctennis.com/BodyHelixStore](https://nctennis.com/BodyHelixStore) to learn more about Body Helix and to purchase compression products today.