

May 18, 2010

**Collingwood Sport Medicine  
Enhances Customer Service and Care  
With Opening of Modern New Facility at Cranberry Mews**

Collingwood, ON – Collingwood Sport Medicine and Rehabilitation Centre has opened a modern, state-of-the-art healthcare facility in Cranberry Mews, the new retail and commercial business centre on Hwy. 26 in Cranberry Village.

In addition to having an onsite sport medicine physician, Collingwood Sport Medicine offers a unique blend of healthcare services including physio, massage, decompression therapy, laser therapy and athletic therapy.

Dr. John Bowman, who owns and operates the centre, says the new location is the culmination of many months of planning. “Our new location is larger and makes much better use of the space we have to serve our clients, with separate areas dedicated to physiotherapy, massage therapy and a larger, better equipped gym for rehabilitation,” says Bowman. “We’re also a lot more accessible to our customers in this new location.”

Bowman says that being on the second floor in Collingwood’s downtown – where the business was located previously for 11 years, had its challenges for the customers they served, many of whom would arrive at the clinic in wheelchairs or on crutches. “Where we are now, parking and access to our centre is no longer an issue.”

He says the location, on Hwy. 26 is also more convenient for many of its clients, especially those coming from areas to the west such as Thornbury, Meaford and Markdale.

In addition to the decision to move his practice to this new location, Dr. Bowman is also excited about the new synergies being created by having “Active Life

Conditioning” owned by Sarah Applegarth just two doors away. Also concurrent with the move by Collingwood Sports Medicine, Dr. Henry Koo, an orthopedic surgeon, has relocated his practice to Cranberry Mews as well, in separate offices.

“We have a great working relationship with Dr. Koo and are happy to help his patients get back on their feet,” says Bowman.

Building on the momentum they hope to achieve with the new gym and exercise area, Dr. Bowman says they have introduced new classes in their gym to help transition people with injuries beyond the recovery phase and into a more proactive, injury prevention phase. “The classes will serve the needs of people with various injuries who want to get into better shape in order to reduce the likelihood of injury in the future,” says Bowman.

Peter Lush, the long-time Collingwood realtor who was responsible for helping the Sports Medicine Clinic transition to Cranberry Mews, says the new retail centre, which is operated by Toronto-based Foremost Financial Corporation, will give the Sport Medicine Centre strong visibility, with over 18,000 vehicles passing along Hwy. 26 every day. “They’re also going to benefit from the fact that there are 3,000 homes in the immediate vicinity,” notes Lush.

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