

Stretch Physio Launches New Online Yoga Photo Competition



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February 08, 2012, 1:24 pm -- /[EPR NETWORK](#)/ -- The Chelmsford-based physiotherapy clinic has launched a brand new social media competition in conjunction with sister company The Hummingbird Centre.

The competition was inspired by a photo the team received via Twitter from Alison Fuller, who captured her foreign adventures on camera by striking a lotus pose while taking a break on the Bolivian Salt Flats in Uyuni. This beautifully striking picture captured the imagination of the owners of Stretch Physio and neighbour The Hummingbird Centre. The team is now asking for more travellers to get in touch with photos of themselves doing yoga or Pilates around the world.

The owner of each photo received will then be put into the draw to win an amazing prize with the company's Directors. The prize includes a physiotherapy session with Ellie Searle, specialist physiotherapist and Director of Stretch and The Hummingbird Centre, a one-to-one Pilates session with Kellie Jones, Director of The Hummingbird Centre, experienced Pilates teacher and general Pilates and yoga guru, and an en vogue hot yoga class, which will be coming soon to the Centre.

Facebook fans have responded well to the launch of the competition and the team at Stretch and The Hummingbird Centre have received some stunning entries to date.

The two centres decided to launch a joint competition to better promote the wide range of classes and treatments offered at The Hummingbird Centre.

"Naturally, we wanted to use the contest to raise awareness of our business in the local area, but we also wanted to get our online audience more involved in what we do by incentivising them to share their imagery and experiences," says Ellie Searle.

"Myself and my business partner Kellie both believe that a picture speaks a thousand words. We think that these beautiful photos encapsulate the soothing and calming effects that regular yoga or Pilates can have on an individual. We hope these images will inspire many of our followers to give yoga or Pilates a try at the Centre in order to fully understand why so many people consider these practices to be such an integral part of their overall health and wellbeing."

Those interested in entering the contest are encouraged to visit The Hummingbird Centre's Facebook page for entry details. The winner will be announced on 5th January 2014, but participants are encouraged to refer back to the company's social media profiles for updates, special offers and future competitions.

Stretch Physiotherapy & Pilates is based at The Hummingbird Centre, a specialist Pilates and yoga centre in Chelmsford. Stretch Physiotherapy & Pilates offers a wide range of musculoskeletal physiotherapy expertise in their well equipped private clinic. In addition to offering physiotherapy, the team also offer massage treatments, acupuncture and one-to-one Pilates training. More information can be found at <http://www.stretchphysio.co.uk> and <http://www.hummingbirdpilates.co.uk>.

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