

FOR IMMEDIATE RELEASE

From Boyne City Main Street, Lori Meeder, 231-582-9009

Northern Michigan Sports Medicine Center to Open in Boyne City

Northern Michigan Sports Medicine Center (NMSMC) will open its seventh facility in Boyne City this July. NMSMC will occupy 4,573 square feet in the 'old bus garage' at 210 S. Lake St., which most recently served as the home of the Boyne Arts Collective. The development owned by Catt Development will also include 7 Monks Tap Room, slated to open in June.

"We are pleased to have NMSMC as a partner in our development," said developer Glen Catt. "I believe having a good mix of tenants is vital to the success of any development. NMSMC is a proven operator that will draw people to downtown Boyne City all year long and during the hours when traffic and parking aren't an issue. They have a history of being involved with the communities they are in, and will be a great addition to Boyne City. In my opinion, their business model is a nice fit to the culture of Boyne City."

Started in 1987 by Chuck Smith, Michigan Sports Medicine Center is an outpatient facility that provides physical and occupational therapy, aquatic therapy, and specializes in athletic injury rehabilitation. Services include sports medicine, physical and occupational therapy and athletic trainer services specially designed to meet individual needs. The business will employ 5 or 6 people directly in the Boyne City location and another 4 or 5 indirectly supporting this facility. Plans for adding more employees will be based on demand.

"We are committed to providing the highest quality care with a strong focus on patient satisfaction," said Smith, the owner and founder. "People who reside in and visit Northern Michigan lead active and vigorous lifestyles. They enjoy activities varying from golf to triathlons, canoeing to board sailing and mountain biking to quiet walks in the woods. When injury or illness threatens their activity, we offer a proactive way to resume their lifestyles."

In addition to the new location in Boyne City, NMSMC has locations in Harbor Springs, Charlevoix, Cheboygan, Indian River, and two locations in Petoskey.

"Boyne City is pleased to welcome Northern Michigan Sports Medicine Center to the exciting and expanding mix of quality businesses that are calling downtown Boyne City home." said Boyne City City Manager Michael Cain. "They are a first class operation. I've successfully used their services. It will be nice to now have that option without ever having to leave my hometown."

To learn more about Northern Michigan Sports Medicine Center visit <http://www.northernmichigansportsmed.com/> . To learn more about the South Lake Street Redevelopment project, contact 231.582.9009 or mainstreet@boynecity.com.