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## Special Needs Gym Franchise Opens First International Location in Malaysia

*We Rock the Spectrum is Opening in the Evolve Mall on December on 22<sup>nd</sup>*

**Los Angeles, CA – November 28, 2016:** We Rock the Spectrum, the rapidly-growing franchise that provides a sensory-safe gym for children of all abilities to play and grow together, announces its first international location to open in Malaysia on December 22<sup>nd</sup>. The company became a franchise in 2014, and in less than two years has grown to more than 60 locations in the United States. Each location features 10 uniquely designed pieces of therapy-based equipment that provide children with the sensory stimulation and input they need for improved development.

CEO and Founder, Dina Kimmel, opened the first gym in Tarzana, California in 2010 after her son, Gabriel, was diagnosed with autism. She struggled to find a place where he could be accepted and understood without having to apologize for his behavior. Upon opening, Kimmel received overwhelming local support — especially from the autism and special needs communities.

In a few short years, support for this business spread nationwide, and in 2014 Kimmel decided to franchise. Mothers and fathers of children with special needs began opening gyms across the United States to provide resources for their families. Gail and John Field in Boca Raton, Florida built their gym for their son, Jason, who was diagnosed with autism. Cassidi Jobe, of We Rock the Spectrum - Kansas City, opened her gym for her boys Parker and Preston, both of whom are on the autism spectrum. Adrienne and James Grosso brought We Rock the Spectrum to Staten Island so that their two children, Jamie and Andrew, would have a safe place to play that was understanding of their differing medical needs.

“We started our gym with the simple motto ‘Finally a Place Where You Never Have to Say I’m Sorry,’” says Kimmel. “Since then, more than 60 communities across the United States have created a place for our special needs population. Now we are bringing our mission to communities across Malaysia, starting with our first location in the Evolve Mall in Ara Damansara.”

The international expansion marks the latest chapter in the exponential growth of We Rock the Spectrum. In 2016 alone, the company saw a 50% increase in gym locations, moving from 40 gyms at the start of the year to now more than 60 gyms across the United States — adding 8 new states to its coverage. The franchise also launched a mobile-friendly option called We Rock on Wheels earlier this year.

“There are too many families across the globe in need of a safe space for their loved ones,” adds Kimmel. “I will not stop spreading our mission of inclusion until every family, on every continent, has access to the accepting environment we foster at our We Rock the Spectrum locations.”

Starting as a mother’s humble way to provide for her child, We Rock the Spectrum has become a movement that’s spread across the globe. Communities worldwide struggle to find adequate resources for those with special needs, but with this franchise opportunity, citizens are now empowered to provide their own resources. The opening of its first international location speaks volumes to how its mission has permeated cultural borders. People of the world are coming together to create safe places where children of all abilities can play and grow together.

**About We Rock the Spectrum:** Founded in 2010, We Rock the Spectrum is an international franchise opportunity that provides sensory-safe play for kids with autism, special needs, and neurotypical development. Each franchise location features ten pieces of uniquely designed therapeutic equipment that promote learning, development, and sensory-safe play. Learn more about the We Rock the Spectrum franchise, its specialized equipment, and the various services it offers by visiting its corporate website <http://www.wrtsfranchise.com/>.