

The Trillist Companies, Inc.  
One Midtown Plaza, Suite 750  
1360 Peachtree Street NE  
Atlanta, GA 30309  
[www.trillist.com](http://www.trillist.com)

PR CONTACT FOR TRILLIST:  
Rubenstein Public Relations  
Contact: Mitchell Breindel  
212-805-3090; [mbreindel@rubensteinpr.com](mailto:mbreindel@rubensteinpr.com)

FOR IMMEDIATE RELEASE

## **YOO ON THE PARK SIGNS RETAIL LEASE WITH ICEBOX CRYOTHERAPY**

### **The Nation's First Cryotherapy Retail Center is Coming to Luxury Residential Tower in Midtown Atlanta**

**Atlanta, GA – October 5, 2016** – [The Trillist Companies, Inc.](http://www.trillist.com), a leading developer of the most innovative residential and mixed-use properties in the United States, announced that they have signed a lease with [Icebox Cryotherapy](#) to occupy the ground-floor retail space of [YOO on the Park](#), the 25-story luxury multifamily property rising above Piedmont Park in the heart of Midtown Atlanta. Scott L. Leventhal, President and Chief Executive Officer of the Trillist Companies, Inc. made the announcement.

Founded in 2012, Icebox Cryotherapy is the nation's first retail center for cryotherapy treatment, and this will be their second location in Atlanta. Sports medicine has increasingly utilized cryotherapy as an effective treatment for reducing muscle and joint injuries and increasing athletic performance after strenuous exercise and training.

“With quality of life a primary focus of YOO on the Park, we were selective about bringing the right retail business to the property that would complement our emphasis on creating an atmosphere of health and well-being,” said Leventhal. “Icebox Cryotherapy is a leading provider of non-invasive cold therapy, offering aid in athletic performance and recovery, and promoting overall health, beauty and wellness. This will be a welcome amenity not only for the residents of YOO on the Park, but the Midtown community.”

“Icebox Cryotherapy provides therapeutic programs in a spa-like atmosphere, and our three-minute therapy sessions are designed to accommodate the demanding daily schedule of

busy young professionals,” said Alia Alston, co-founder and co-owner of Icebox. “We found that our mission in serving this community was closely aligned with Trillist’s *Art of Living*<sup>SM</sup> concept for YOO on the Park which offers a full spectrum of luxury amenities. We are excited to be located in an environment that places the same emphasis on wellness, and lifestyle relevant services.”

The 1,100 square-foot space will be the most tech-driven facility for Icebox Cryotherapy, as they are building out the space specifically to take advantage of the latest advances available in cryotherapy. There will be special discount packages and programs available exclusively for residents of YOO on the Park.

Icebox Cryotherapy is expected to open this fall, coinciding with the opening and move-in dates at YOO on the Park. The hours of operation will be seven days a week.

YOO on the Park offers the highest level of service to residents including life enrichment activities and cultural programs orchestrated by an on-site lifestyle director. Residents will also enjoy wellness features such as outdoor exercise terrace with fitness programs and yoga meditation, golf simulator and gaming theater, juice bar and coffee service.

Prospective residents may contact the property manager, Jim Stabler directly at [live@yooonthepark.com](mailto:live@yooonthepark.com), or (678) 608-4250.

To be added to YOO on the Park's VIP registration list, please visit [www.wheredoyoolive.com](http://www.wheredoyoolive.com).

#### **ABOUT TRILLIST:**

TRILLIST<sup>®</sup> focuses on developing the most innovative and sought after branded residential and mixed-use properties in the United States. Combining over fifty years of proven experience in commercial real estate development, construction management, and strategic investment, TRILLIST continues to bring forth signature, design-driven properties. With a reputation for developing globally significant architecture, TRILLIST practices *The Art of Development*<sup>SM</sup> and *The Art of Living*<sup>SM</sup> in every aspect of business. TRILLIST focuses on investing in upscale condominium and luxury rental properties in areas of high population growth and professional migration. In addition to *YOO on the Park*, TRILLIST is currently developing *YOO at Metropica*, a 263-unit; 28-story high-rise residential condominium building within the [Metropica](#) master-planned community in South Florida, together with several other YOO branded and designed projects throughout the Southeastern United States. TRILLIST has also recently announced its plans to develop an *SLS Hotel & Residences*, a 211-key hotel with 66 for-sale residential condominium units in Midtown Atlanta. Additionally, the portfolio of TRILLIST's principals boasts an impressive array of successful award-winning residential projects in the United States and South America, including Atlanta's Aqua, Mezzo and Tenside; YOO Nordelta in Argentina and YOO

Punta del Este, Uruguay.

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