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## Gym That Caters to Children with Autism & Special Needs Opens in Novi, Michigan

*We Rock the Spectrum Kid's Gym Will Open in Novi on November 2, 2024*

**Novi, Michigan – November 2, 2024:** We Rock the Spectrum Kid's Gym, an international children's gym franchise, announces the Grand Opening of its location: We Rock the Spectrum – Novi. The opening will be accompanied by a celebration on Saturday, November 2, 2024 at the new gym, 22064 Novi Rd, Novi, MI 48375, from 10am to 5pm. Families with children from all walks of life will get to experience a breadth of sensory and physically beneficial activities within a safe, clean, and controlled environment.

We Rock the Spectrum is a franchise opportunity that provides sensory-safe play for kids with autism, special needs, and neurotypical development. Each gym features twelve pieces of therapeutic equipment designed to work with many of the sensory processing issues that children on the spectrum face while providing all children with the sensory diet necessary for improved learning and neurological development. For example, the zip slider helps children with vestibular sensations and sensory feedback while allowing them to better develop upper-arm and core strength. Each We Rock the Spectrum location offers unique classes, children's day camp opportunities, arts and crafts, additional pieces of play equipment, and more.

An autism mom from California, Dina Kimmel, is the CEO and Founder of We Rock the Spectrum. Kimmel opened the first gym in Tarzana, California, after her son was diagnosed with autism, and she struggled to find a safe place where both her son and her daughter (neurotypical) could go together. **The motto for all We Rock the Spectrum gyms is "Finally a place where you never have to say I'm sorry!"** Under her leadership, WRTS facilities were able to offer essential childcare for special needs families throughout the COVID-19 pandemic.



Yushu Zhou is the new owner of We Rock the Spectrum – Novi. For the past decade, she has been blessed with the opportunity to study at Cornell and Harvard, dedicating herself to the senior living and healthcare industries.

However, when she had her son, Oliver, in early 2020, her eyes were opened to COVID's impacts on children's physical and mental development, particularly among neurodivergent families.

As a foreign minority woman who came to the United States alone, Yushu faced and overcame countless challenges in life. Each milestone she reached is a testament to her perseverance and the belief in creating opportunities for others. As Yushu embarks on this We Rock the Spectrum endeavor, she hopes to empower more kids and families in reaching their new heights and making brighter futures.

The celebration is open to children of all abilities. Children will be able to play with all the specialized equipment, including the trampoline, swings, and the fan-favorite zip slider. It will be held at 22064 Novi Rd, Novi, MI 48375, on Saturday, November 2, 2024, from 10am to 5pm. Admission is \$19.98 per child, with treats and refreshments sponsored by the My Brother Rocks the Spectrum Foundation.

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**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 twelve 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 <https://www.wrtsfranchise.com/>.