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**BREAKTHROUGH™**  
A UNIQUE SMASH ROOM EXPERIENCE

FOR IMMEDIATE RELEASE

Breakthrough Smash Room Opens a Unique Smash Room Experience in the Valley

*Combining the traditional smash room experience with licensed therapy sessions*

**Phoenix, AZ:** Vincent and Melissa Serpico turned what could have been a tragedy into a triumph. With the support of local therapist Stefanny Balestracci, LPC, owner of The Healing Effect, the Serpico family created a healthy outlet for anger, frustration, and negative self-talk, supported by licensed therapy sessions. An idea that came from the devastating attempted suicide of their daughter, Breakthrough Smash Room is a truly unique experience.

Smash rooms, also called rage rooms, have been growing in popularity recently, popping up in retail centers across the country and featured on popular television shows like Fox's 911. Using a bat, crowbar, or pipe, participants release their stress in a healthy, non-threatening way, in a controlled environment, with a variety of smashables, including beer bottles, plates, lamps, computers, and more. The premise is simple enough, but the immediate and long-term effects are astounding.

When Vincent and Melissa's daughter asked to try a smash room as an alternative to drug use, her and her friends were visibly happier and more refreshed after just one smash session. Vincent described his first smash experience as "cathartic." From the love and concern for their daughter's well-being emerged a new smash room concept. Breakthrough smash room combines the traditional smashing with licensed therapy sessions from The Healing Effect to really focus on the negative core beliefs and self-defeating thoughts that hold us back.

The Serpico's are passionate about bringing this healing and empowering experience to the valley for their daughter and for anyone who feels lost, hopeless, depressed, or just needs a little help getting through a tough time. Their mission is to provide a safe, friendly, clean, fun and organized stress-relieving experience in a family-friendly environment, with over-the-top customer service.

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**About Breakthrough Smash Room:** Breakthrough Smash Room (Breakthrough) is a locally owned and operated, independent small business based at 3414 W Union Hills Dr., Suite 8, Phoenix, AZ, 85027. Founded in September, 2021, Breakthrough offers single, couple, group, and corporate event sessions, with or without therapy included. Licensed therapists, Stefanny Balestracci, LPC and Layla Noland, LAC accept most major insurance and there is often no additional fee for the therapy when using your insurance. Smash sessions start at \$35 per person and each participant receives protective gear, safety training, warm up session, and their own crate of smashables. Group and corporate events include a personal attendant, private use of the event room, pizza, sodas, and special smash room add-ons. Therapy and smash sessions available Tuesday and Wednesday from Noon to 10 pm, Thursday through Saturday from 10 am to 10 pm, and Sunday from 10 am to 6 pm.