

## Press Release



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### **Celebrating National Massage Therapy Awareness Week**

From October 25 to 31, 2009, KCFitnessLink will promote the American Massage Therapy Association's (AMTA) National Massage Therapy Awareness Week. Now in its 13<sup>th</sup> year, this week is designed to raise public awareness of the benefits of therapeutic massage and encourage Americans to seek massage therapy for stress relief, pain management and general health. KCFitnessLink will offer discounted massage therapy at its studio in Strawberry Hill and chair massage at corporations across the city.

According to a survey of complementary and alternative medicine (CAM) in 2007, an estimated 18 million U.S. adults and 700,000 children receive massage annually. People use massage for a variety of health-related purposes, including pain relief, rehabilitating sports injuries, reducing stress, increasing relaxation, addressing anxiety and depression, and aiding general wellness.

A review of studies and clinical trials shows that massage therapy is effective for low back pain, pain resulting from chronic conditions like cancer and calming the nervous system (slowing blood pressure and heart rate), according to the National Institutes of Health (NIH).

“Our goal for this week is to spotlight the profession and the benefits of massage therapy. It can be provided with ease and there are modalities for everyone’s needs.” says KCFitnessLink Director of Programs, Darryl Olive. “At KCFitnessLink we provide multiple modalities but specialize in providing Asian Body therapy to consumers and certification programs for professionals at 500-1000 hours. Massage therapy is a great career alternative to four-year degree programs.” According to the U.S. Department of Labor employment for massage therapists is expected to increase 20 percent from 2006 to 2016, faster than average for all occupations.

Individuals and employers interested in scheduling massage therapy sessions or students wanting more information about massage therapy careers can contact KCFitnessLink at 816.256.4443 or visit [www.KCFitnessLink.com](http://www.KCFitnessLink.com).

#### **About American Massage Therapy Association**

The American Massage Therapy Association is a nonprofit, professional association for massage therapists, with 58,000 massage therapist members. [www.amtamassage.org](http://www.amtamassage.org)

#### **About KCFitnessLink**

KCFitnessLink is Kansas City's leading mind-body fitness studio and school, providing consumer and corporate holistic health programs and nationally recognized educational training for holistic health and fitness professionals. [www.kcfitnesslink.com](http://www.kcfitnesslink.com)