

## Get Pampered: A Message that Builds Arthritis Awareness

Written by Sarah Love

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EXTRA EXTRA!

### MESSAGE ENVY PHOENIX CO-OP HOSTS HEALING HANDS FOR ARTHRITIS

On October 12<sup>th</sup>, \$10 From Every Massage and Facial Benefits the Arthritis Foundation

Phoenix, Ariz. (September 7, 2011) – Massage Envy, the pioneer and national leader of affordable and convenient massage and spa services, has joined forces with the Arthritis Foundation to host Healing Hands for Arthritis, a one-day national event to build awareness and raise funds to fight arthritis. On World Arthritis Day, October 12, 2011, the Phoenix Massage Co-Op will donate \$10 from every one-hour massage and facial to the Arthritis Foundation. Prices for facials and massages are \$49 and \$39.

"There's no better way to give back than to treat yourself, a friend or family member to a relaxing and rejuvenating massage or facial," said Steven Cook, Massage Envy regional developer for Arizona. "We strongly encourage the local community to come out on October 12th to help fight a disease that affects 50 million Americans and is actually our nation's leading cause of disability."

To find the Massage Envy center nearest you, visit [massageenvy.com](http://massageenvy.com) or Facebook/MassageEnvyAZ. To make an appointment for the Healing Hands for Arthritis event, contact Massage Envy at 602.992.ENVY(3689). Reservations will be accepted on a first-come, first-serve basis. All proceeds donated during Healing Hands for Arthritis will support the Arthritis Foundation's nationwide efforts to prevent, control and cure arthritis. Additionally, Murad®, Massage Envy Spa's strategic skin care partner, will donate 10 percent of all sales from their products sold at Massage Envy Spa locations during the event to the Arthritis Foundation.

"Partnering with the Arthritis Foundation was a natural fit, as we both share a common understanding about the seriousness of the disease, the potential power of massage therapy to relieve certain symptoms, and what must be done to prevent, cure and control it," said Cook.

Over the past two years, Massage Envy has donated nearly \$100,000 to fund clinical research related to the benefits of massage therapy. Recent scientific studies have found that massage therapy increases immune function, decreases stress levels and reduces recovery time in many medical conditions including arthritis.

With consumers visiting massage therapists at least 140 million times a year, it is evident that more Americans are turning to therapeutic massage to relieve the painful symptoms of arthritis and fibromyalgia, while improving circulation, joint flexibility, sleep patterns and an overall sense of well-being. The experienced, professional therapists at Massage Envy clinics can design effective and customized massage treatments to address the individual needs of any member or guest.

In addition to hosting Healing Hands for Arthritis, Massage Envy is a national sponsor of the Arthritis Foundation's 200 Arthritis Walk® events. Massage Envy owners from across the country have been and continue to have a presence at their local Arthritis Walk events to share information about the benefits of massage therapy, provide chair massages and support the Arthritis Foundation's mission.

#### About Massage Envy

Massage Envy, based in Scottsdale, Arizona, is the leading provider of therapeutic massage in the United States. The national franchise is dedicated to providing professional and affordable therapeutic massage and spa services to consumers with busy lifestyles at convenient times and locations. Founded in 2002, Massage Envy has 700 locations in 44 states and has experienced 25 percent year-over-year growth. In addition, the average unit volume for a Massage Envy Spa is \$1 million. The company was recently named a top AllBusiness (a D&B company) AllStar Franchise, and is a member of the International Franchise Association (IFA). For more information, visit [MassageEnvy.com](http://MassageEnvy.com).

#### About The Arthritis Foundation

Striking one in every five adults and 300,000 children, arthritis is the nation's leading cause of disability. The Arthritis Foundation ([arthritis.org](http://arthritis.org)) is committed to raising awareness and reducing the impact of this serious, painful and unacceptable disease, which can severely damage joints and rob people of living life to its fullest. The Foundation funds life-changing research that has restored mobility in patients for more than six decades; fights for health care policies that improve the lives of the millions who live with arthritis; and partners with families to provide

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empowering programs and information.