

Sample Press Release for National Massage Therapy Awareness Week



AMT's National Massage Therapy Awareness Week

September 8-15, 2014

FOR IMMEDIATE RELEASE

CONTACT: (YOUR FULL NAME) (NAME OF PRACTICE)
(YOUR E-MAIL) (YOUR PHONE)

LOCAL MASSAGE THERAPISTS REACH OUT DURING NATIONAL MASSAGE THERAPY AWARENESS WEEK

(YOUR CITY/TOWN, DATE) — Local massage therapist (YOUR NAME) will provide (eg free 10-minute therapeutic massages) at (insert name of location and date) as part of National Massage Therapy Awareness Week, a national awareness program of the Association of Massage Therapists (AMT).

From September 8-15, AMT members nationwide will hold grassroots massage therapy events in their communities. This year's aim is to introduce therapeutic massage to people who may never have experienced the many benefits of skilled and caring touch.

During the event, (Name) will explain the benefits of therapeutic massage for people of all ages as well as demonstrate the commitment of massage therapists to the well-being of their communities.

Research has shown that therapeutic massage has a variety of health benefits and can be of value for everyone from newborns to the elderly.

"Regardless of your age, massage can enhance your health, help relieve stress or help you recover from injuries," said (insert your name).

"I often hear my clients say that they enjoy massage because it involves caring, comfort, and can create a sense of empowerment and connection. This NMTAW, I want to extend those benefits to people in my community who don't usually get to experience massage."

(Insert details about the location and time for the event.)

AMT is a national non-for-profit professional association of more than 2000 massage therapists. Established in 1966, AMT is the oldest association in Australia to represent massage therapy in its own right and the premier representative body for professional therapists.

Contacts:

For more information about the event or to schedule an appointment, please contact: (Your name, name of your practice and contact information).

###



in good hands

PO Box 826
Broadway NSW 2007

T: 02 9211 2441

F: 02 9211 2281

www.amt.org.au

info@amt.org.au

ABN 32 001 859 285

Established 1966