



## FOR IMMEDIATE RELEASE

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## **Adding a Regular Massage Session to Your “To Do” List Will Help You Maintain a Healthy and Happy Lifestyle**

*Advises the Colorado Chapter of the American Massage Therapy Association*

DENVER—September 18, 2007—With summer vacations over and both work and school with all its myriad of activities back in full swing, people tend to forget to take care of themselves until they become too stressed, sick or injured. One way to combat these stresses of juggling work and family obligations is by adding a regular massage session to your “to do” list, advises the Colorado Chapter of the American Massage Therapy Association (AMTA).

"In fact, many Americans including Coloradoans are doing just that," said Jonathan Bergstrom, Colorado Chapter president. "According to the 10<sup>th</sup> annual massage-therapy survey of American consumers conducted by the AMTA during the summer of 2006, 25 million more Americans are getting a massage today than they did 10 years ago. More than one out of every six are getting massages annually."

Use of massage has also at least doubled in all regions; the Northeast up from 9 to 18 percent; the South up from 7 percent to 16 percent; and the West (which includes Colorado) is up from 11 percent to 19 percent.

This study further states that while relaxation is still a motive for Americans integrating massage into their routines (26 percent), using massage therapy for medical purposes such as injury recovery, pain reduction, headache control and for their overall health and wellness, is even more prevalent (30 percent).

In fact, if you were to check with your doctor, he or she would probably recommend massage therapy. More health-care professionals are recommending massage as a part of patient's overall health. Almost twice as many doctors recommended it to their patients in 2006 than five years ago, among those who discussed massage therapy with their doctors. While physicians led the way for recommending massage therapy when asked (59 percent), nearly half of all chiropractors (48 percent) and physical therapists (47 percent) also recommended massage when patients asked.

"If you have a health concern or have too much stress, talk to your doctor about the benefits of adding massage therapy to your health care regime," advises Bergstrom.

"We recommend that you work with a qualified massage therapist who can work with you to determine which type of massage would be most beneficial to fit your needs."

AMTA recommends asking a potential massage therapist the following questions before beginning your therapy regime:

1. Did you graduate from a program accredited by the Commission on Massage Therapy Accreditation (COMTA) or from an AMTA member school?
2. Are you a member of AMTA?
3. Do you have training in any specific massage modalities?

To find a qualified massage therapist near your work, home or vacation destination, the AMTA's Find a Massage Therapist national locator service can help you through its free online service at [www.amtamassage.org](http://www.amtamassage.org) or toll-free at 888-THE-AMTA.

The annual consumer survey was conducted by Opinion Research Corporation International between August 11-13, 2006, among a national probability sample of 1,013 adults (508 men and 505 women) ages 18 and older, living in private households in the continental United States. The survey has a confidence level of plus or minus three percent.

#### **About AMTA**

The Colorado Chapter of the American Massage Therapy Association has more than 1,300 members throughout Colorado. The chapter is dedicated to furthering the professionalism of the massage therapy field and educating consumers on the benefits and use of massage in maintaining active and healthy lifestyles.

The American Massage Therapy Association is a non-profit, professional association with more than 56,000 members throughout the United States and in some 27 other countries. The Association is directed by volunteer leadership chosen through its national election and fosters ongoing, direct-member-involvement through its 51 chapters.

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