

For immediate release

MASSAGE ENVY SALUTES OUR TROOPS WITH HEALING HANDS

Back by popular demand, the third annual “Massage for the Military” honors local heroes and their families through stress relieving massage therapy

SEATTLE (June 1, 2014) — Military members and their spouses are invited to receive a complimentary therapeutic massage July 23–25, as Massage Envy’s “Massage for the Military” promotion returns to the Puget Sound area.

By presenting a valid military ID, current and former military members and their spouses can claim a free, hourlong session in any of the 21 participating locations across Western Washington. An estimated 1000 massages are expected each day, and participants are encouraged to book early. Visit www.massageenvy.com to find a location near you.

“We’ve been through so much this year,” said Tracy Parker, a native Seattleite whose husband was deployed to Afghanistan last spring. “It’s a small gesture but we’re grateful. It helps us cope with the tension and stress, even if it’s just for the day.”

The tradition began in 2011 as a way to thank troops and extend massage therapy’s significant health benefits to those who need it most. Met with widespread success, this summer’s promotion has been extended to three days.

“This program means a lot to our local service members,” said Don Leingang, executive director of USO Puget Sound and retired U.S. Navy Cmdr. “It’s also a great antidote to stress and muscle pain. We are happy to partner with Massage Envy again this year and encourage our men and women to stay healthy and take advantage of the offer.”

Massage therapy continues to grow in popularity as more consumers recognize its physical and emotional advantages, ranging from increased flexibility and lower blood pressure to anxiety relief and mental clarity. Studies show many of these benefits can be gained with even a single session.

“We can only imagine the stress that military personnel and their loved ones experience,” said Barney Nelson, regional director for Massage Envy in Washington state. “So as a way to say thank you for all they do, we are honored to give the gift of our healing hands.”

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 nearly 800 locations in 45 states. In addition, the average unit volume for Massage Envy is \$1.2million. The company was recently ranked #57 in Entrepreneur’s 2012 Franchise 500 and #29 in its Fastest Growing Franchise rankings. Massage Envy is a member of the International Franchise Association (IFA) and was recently named a 2012 Military Friendly Franchise. For more information, visit www.massageenvy.com.

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