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BIOFREEZE HONORS THE CENTER FOR NATURAL WELLNESS SCHOOL OF MASSAGE THERAPY WITH THE 2004 PERFORMANCE HEALTH HUMANITARIAN AWARD

On November 6, 2004 at the banquet for the NYSSMMT Conference in New York, Biofreeze/Performance Health, Inc. honored the Center for Natural Wellness School of Massage Therapy with their 2004 Humanitarian Award. The Center for Natural Wellness was chosen because of their lifelong dedication for their continued educational support to the massage therapy community.

“The CNW School of Massage Therapy was created to provide a place for students of all ages to come and learn, to share their gifts and to gain knowledge, and to take their experiences and expertise into their individual communities to help others become healthier and stronger.” R. Daniel Cronin, Executive Director stated.

The Center for Natural Wellness School of Massage Therapy believes that alternative healing techniques including therapeutic massage will continue to play a vital role in preventative medicine and that massage therapists will work hand-in-hand with the traditional medical establishment in the 21st century to create a new model of wellness.

Bob Poirier, Vice President of Operations & Sales said the following before presenting the award stated, “It is through schools like the Center for Natural Wellness that instruct the future massage therapists that when they enter their communities they in turn educate their local communities on wellness and the benefits of massage. That is why they were chosen to receive this Humanitarian Award.”

As part of the Humanitarian Award Program, a five hundred dollar donation is made to the recipient’s favorite charity. Performance Health, Inc. will donate \$500.00 to the Heifer International Program.

For more information on the Heifer International Program, please visit <http://www.heifer.org>.

For more information on the Performance Health Humanitarian Award please contact Craig Ure at cure@phi.us.