

July 7, 2005

PRESS RELEASE



### **Biofreeze Honors Lynda Solien-Wolfe With The 2005 Performance Health Humanitarian Award**

On July 2, 2005, at the Florida State Massage Therapy Association (FSMTA) Annual Convention in Boca Raton Florida, Biofreeze/Performance Health Inc. honored Licensed Massage Therapist Lynda Solien-Wolfe, with their 2005 Humanitarian Award. Ms. Solien-Wolfe was chosen because of her achievements and unselfish service to the massage profession and her community throughout her many years in practice.

Lynda Solien-Wolfe is a Florida Licensed Massage Therapist (LMT) from Brevard County and is Nationally Certified in Therapeutic Massage and Bodywork (NCTMB). She is President of the Solwolfe Resource Group Inc., a business development company specializing in the massage and wellness markets and has a private massage therapy practice in Merritt Island, Florida.

Lynda is currently the Vice Chair for the Florida Board of Massage Therapy. She has served on the executive boards of the Florida State Massage Therapy Association (FSMTA) and the Florida Chapter of the American Massage Therapy Association (AMTA-FL) and is a current member of both. Lynda graduated from the Space Coast Massage Institute in Melbourne Florida in 1993.

Perry Isenberg, Vice President of Marketing for Performance Health, presented the award to Lynda Solien-Wolfe along with a \$500 check to be donated to her favorite charity at

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the FSMTA annual banquet to a crowd of over 700. Lynda announced at the Banquet that Crosswinds Youth Services of Brevard County would be the charity to receive this donation. Crosswinds Youth Services is a not-for-profit organization that has served Brevard County youth and families for the past 31 years. Crosswinds has received national, statewide, and local recognition for excellence in its service to kids. In 2004 Crosswinds provided life-changing services to more than 4,200 youth in crisis through 10 programs. Jim Ross, Vice President of Development shared that this is wonderful news about Lynda's well-deserved award and for Crosswinds to be chosen to receive the contribution. Lynda shared after being surprised to receive the award, "This is quite an honor to be given the PHI Humanitarian Award among all my peers. I feel very privileged to be able to give something back to a charity that is helping today's youth in these complicated times."

Perry Isenberg stated as he presented the award, "Lynda was chosen for this award because I know no other massage therapist that has given so much of her time and efforts to make the massage profession all over the world a better place"

The Florida State Massage Therapy Association is a state association with over 5,000 members with the mission statement, "To Unify the Massage Therapy Profession While Creating, Representing, and Promoting Standards of Excellence in Health Care". Performance Health Inc. is the maker of wellness products including Biofreeze.

For more information

Performance Health / 800-246-3733

For more information on the FSMTA / 877-376-8248

For more information on Crosswind youth services / 321-452-0800

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