



NEWS RELEASE
FOR IMMEDIATE RELEASE

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**Performance Health Inc. and the Kinesio® Taping Association
Launch Workshops to Benefit the Massage Therapy Foundation**

Akron, Ohio – August 24, 2009 – Performance Health, Inc. and Kinesio® Taping Association are sponsoring 20 workshops designed to teach the basic principles of the Kinesio® Taping Method, Prossage® Heat and Biofreeze® Pain Reliever, and to raise funds for the Massage Therapy Foundation.

“Our goal is to conduct a total of 20 workshops throughout the United States and to raise \$40,000 for the Massage Therapy Foundation through this CE program,” stated Lynda Solien-Wolfe, Director of Education for Performance Health, Inc. “We are very pleased to be able to support the Foundation through this educational initiative. Their mission to promote research, community service and education in the field of therapeutic massage and bodywork aligns well with our organization’s philosophy.”

Sponsored by Performance Health, Inc. and the Kinesio® Taping Association, the six-hour *Elevate Your Practice* workshop demonstrates how soft tissue treatments can enhance the therapist’s therapeutic effectiveness. The course provides hands-on experience with taping and soft tissue techniques for treating arms, the neck and lower back. This method of taping uses a uniquely designed and patented tape for treatment of muscular disorders and lymphedema reduction.

Performance Health, Inc. and the Kinesio® Taping Association are underwriting the costs of this program so that 100% of the attendee’s \$20 registration fee can be donated to the Massage Therapy Foundation. Attendees earn six NCBTMB CE’s through their participation. Two *Elevate Your Practice* workshops have been held and were attended by over 200 massage therapists and raised almost \$5,000 for the Foundation.

“We are excited by the response we have had so far on this new program,” said John Jarvis, Director for the Kinesio® Taping Association. “It’s truly a win-win program – valuable education for the therapist and substantial dollars for the Massage Therapy Foundation.”



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The sessions are taught by sports massage therapists and Certified Kinesio[®] Taping Instructors Pete Pfannerstill, Ph.D., LMT, NCTMB, CKTI and Michael McGillicuddy, LMT, NCTMB, CKTI.

Eleven workshops have been scheduled as listed below. Performance Health, Inc. and Kinesio[®] Taping Association have committed to funding a total of 20 workshops conducted before May 2010. There are seven opportunities still available. Contact Lynda Solien-Wolfe at lwolfe@phi.us to learn more about hosting or attending a workshop.

Chapter/ Host	Class Date	Contact
AMTA Kansas	October 17	Marla Hieger, 785-456-9954 roccreek@wamego.net
AMTA Missouri	October 18	Jeffi Combs, 816-721-3965 InHarmonyTM@comcast.net
AMTA Minnesota	October 24	Erin Hewitt, 612-875-1534 ehewitt@lifetimefitness.com
AMTA Tennessee	October 25	Maj-Lis Nash, 615-578-5518 majlis@comcast.net
AMTA California	November 2009	Jeff Forman, 408-718-2821 formanjeffrey@fhda.edu
AMTA Massachusetts	January 2010	Allissa Haines, 508-208-9484 www.allissahaines.com
AMTA Maine	Feb 2010	Michael Whiteley, 207-495-4056 specialneeds@roadrunner.com
AMTA Illinois	April 2010	Bobbe Bermann, 321-253-3312 bbermann@cortiva.com
AMTA Michigan	April 30, 2010	Jan Lang, 810-364-8884 jmlang01@aol.com
AMTA New York	Pending	
AMTA Washington	Pending	



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“We could not have been more pleased with the success of the first two *Elevate Your Practice* workshops. The FSMTA, AMTA-FL and AMTA-NC, in partnership with Performance Health and Kinesio® Taping, demonstrated their strong commitment to advancing the knowledge and skills of massage practitioners and to raising funds for our Foundation,” commented Diana Thompson, President of the Massage Therapy Foundation. “This is truly an innovative approach to skill development and raising funds for a meaningful cause.”

Performance Health, Inc. is a leading designer, manufacturer and marketer of a broad portfolio of products for the therapy, rehabilitation, massage and wellness markets. Maker of market-leading Thera-Band® and Biofreeze® products, Performance Health, Inc. provides evidence-based protocols, education, turn-key dispensing and pain management solutions. www.biofreeze.com

Kinesio® drives the elastic therapeutic taping industry by offering Kinesio® Tex Gold™, a tape utilizing premium materials and over 35 years of research and development. Kinesio® also differentiates itself from a growing number of imitation brands through a continuing commitment to customer service, intellectual support and education. www.kinesiotaping.com

The Massage Therapy Foundation is a 501(c)(3) tax-exempt, public charity that advances the knowledge and practice of massage therapy by supporting scientific research, education, and community service. For more information on the Foundation, please visit www.massagetherapyfoundation.org