



NEWS RELEASE
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**Robert and Kathie King Receive the Performance Health /
Massage Therapy Foundation 2009 Humanitarian Award**

Akron, Ohio – November 24, 2009 – Robert and Kathie King were presented the inaugural Performance Health / Massage Therapy Foundation 2009 Humanitarian Award at this year's American Massage Therapy Association (AMTA) convention held in Orlando, Florida.

Performance Health / Hygenic Corporation, manufacturer and marketer of Biofreeze[®], Prossage[®] and Thera-Band[®] health and wellness products, sponsors the award which recognizes individuals selected by the Massage Therapy Foundation for their efforts in improving the welfare of their clients and demonstrating selfless devotion to others.

The Kings, a charismatic husband and wife team, have been awarded distinguished service awards previously in their careers. Ms. King was recognized while in massage school for her community outreach efforts and Mr. King for his visionary leadership chairing the Massage Therapy Foundation's first community outreach committee. The King's have dedicated their lives to supporting others through their work with students, patients, practitioners and the Massage Therapy Foundation. They generously donate time and resources to community service efforts locally, nationally and globally.

“Inherent in this profession are people who thrive on selfless acts of kindness,” commented Diana Thompson, President of the Massage Therapy Foundation. “It is gracious of Performance Health to single out those whose humanity and generosity rise above the rest, impacting those truly in need of healing hands and selfless hearts. Bob and Kathie King embody the spirit of this award in their everyday lives.”

Robert King is a co-founder and past president of the Chicago School of Massage Therapy (CSMT). He now teaches continuing education for Cortiva Institute-Chicago and works in the school's professional clinic. Mr. King is a nationally recognized teacher, leader and activist in the field of massage therapy, and a frequent presenter at national conferences.

Ms. King initiated massage programs for drug-exposed infants after reading Dr. Tiffany Field's research on the benefits of massage in 1990. In 1994, as a student at CSMT, she won the



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Community Outreach Award for her volunteer efforts with the drug-exposed infants. Ms. King most recently worked at the Cortiva professional clinic and maintained a private practice. However, after being diagnosed with cancer in March of 2009, she has temporarily suspended her massage practice and is focusing her energy on recovery.

In accepting this award, Mr. King stated, “Together Kathie and I have over 61 years of making contributions to the massage industry. Outreach and community work have always been an important part of who we are. From our very early days at the Chicago School we have taught our students that success is not just measured in financial ways, but in the ways in which you give back to the community. Our volunteer work has changed our lives, and we encourage others to give to those who may not have access to massage. Thank you for honoring us with this award.”

“The 2009 Humanitarian Award recognizes Bob and Kathie for their support of the Massage Therapy Foundation, the massage industry, and for their volunteer time and financial support to their community and other volunteer organizations in a humanitarian relationship,” stated Lynda Solien-Wolfe, Director of Education for Performance Health. “We are very pleased to be able to recognize the Kings for their efforts, and are thankful to the Foundation for allowing us to present this new annual award.”

In addition to providing the Kings with a striking award plaque, Performance Health will donate \$500 to the Massage Therapy Foundation in their names.

The Massage Therapy Foundation is a 501(c)3 public charity, with a mission to advance the knowledge and practice of massage by supporting scientific research, education and community service. www.massagetherapyfoundation.org.

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