



1271 Sugarbush Drive, Evergreen, Colorado 80439

800-458-2267 fax 800-667-8260

FOR IMMEDIATE RELEASE

Contact:

Nora Brunner

Public Relations

800-458-2267

nora@abmp.com

**WWW.MASSAGETHERAPY.COM WINS DESIGN EXCELLENCE
AWARD FROM LEADING PUBLISHING ASSOCIATION**

(Evergreen, Colo., July 18) -- Associated Bodywork & Massage Professionals (ABMP) today said its www.massagetherapy.com won a design excellence award from the Society of National Association Publications (SNAP), a leading publishing organization that's shaped industry standards for nearly three decades. ABMP's consumer education website competed among thousands of entries across multiple categories to win a bronze award for its consumer website design.

"In a year with a record-breaking number of entries, it was more difficult than ever to win an award," said SNAP executive director Amy E. Lestition. She noted ABMP's submission displayed "superior quality," calling it among "the best and the brightest in the association community."

Lara Evans Bracciante, ABMP online properties director, accepted the award this summer in Washington, D.C.

"ABMP's www.massagetherapy.com features a wealth of content on massage, health and lifestyle topics no other massage therapy website offers," Bracciante said. "Yet it is remarkably easy for consumers and the media to find what they need because of the site's multiple search functions."

The site draws nearly 750,000 different visitors annually and more than 120,000 different users seeking massage therapy services every year. It has recently drawn inquiries from national media outlets like the New York Times, National Public Radio, CNN and Discovery Health.

"Our website features an archive of more than 800 articles on everything from acupuncture to Zen, as well as a glossary of 250 types of massage and bodywork," Bracciante said. "We know this draws new guests because our website visits represent different users – not repeat visitors who artificially inflate the number of 'hits.' Even better for ABMP members, the massage therapist searches are made by 120,000 individuals who are more likely to be seeking a practitioner – not just web surfers who come across the site by chance."

With the educational material offered, consumers can be more informed before searching for an ABMP therapist. They can learn what to expect from a massage session, then explore the comprehensive glossary to get a handle on what type of massage best suits them. The highly refined referral tool allows consumers to search geographically and by 80 massage modalities, producing a fast and highly targeted list of therapists. Other massage-therapist search tools in the profession are searchable by about 30 kinds of massage and their sites provide just a few massage definitions. Both consumers and massage therapists benefit from having the most up-to-date listings with ABMP since its turnaround time for updates is just a day or two, where other massage organizations take two weeks.

“All of this user-friendly function is tied together by an easy-to-navigate design with a pleasing color palette suggesting the relaxing quality of massage,” Bracciante said. “It has a clean, contemporary look people respond to because it’s friendly and appealing.”

As a public service and resource center, www.massagetherapy.com provides consumers and the media with comprehensive information on the history and status of the massage profession. While rich in statistics, the site also communicates the “art and heart” of the massage experience consumers will enjoy with ABMP members. Users also can learn about the health benefits of massage, how to explore a career in massage, and how massage is regulated in each state.

Now in its 20th year, ABMP is the nation’s largest professional membership association serving massage therapists. Headquartered in Evergreen, Colo., ABMP has more than 59,000 members.

#