



1271 Sugarbush Drive, Evergreen, Colorado 80439

800-458-2267 fax 800-667-8260

**FOR IMMEDIATE RELEASE:**

Contact:  
Nora Brunner  
Public Relations  
800-458-2267, ext. 647  
[nora@abmp.com](mailto:nora@abmp.com)

**ASSOCIATED BODYWORK & MASSAGE PROFESSIONALS LAUNCHES  
COMPREHENSIVE MESSAGE EDUCATION INITIATIVE**

(Evergreen, Colo., Aug. 15) -- Associated Bodywork & Massage Professionals (ABMP) today launched a comprehensive initiative to strengthen the educational experience and skills of massage school students nationwide. The program includes desktop and online resources to meet the profession's needs after nearly a decade of growth in massage education. ABMP's 1,800 staff visits over that period inspired the program, meant to support the tremendous number of graduates entering the field and the schools preparing them for the marketplace.

“As a former director of education at a massage school, I found students were enthusiastic about their training but unprepared for the academic nature of classes in anatomy, physiology and kinesiology,” said Anne Williams, education program director for ABMP, licensed massage therapist, and author of *Spa Bodywork: A Guide for Massage Therapists*.<sup>1</sup> “Other educators have made similar observations.

“Students come to massage school with education gaps from high school or long absences from the educational environment. Some do not yet have the life skills they need to be successful.”

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## **Student Resources**

ABMP student membership now includes several new resources, highlighted by the **Student Success Guide**, which supports good study habits and includes goal-setting exercises, charts, graphic organizers and personal assessment tools.

“Research on first-year college students tells us they demonstrate more persistence when they have the skills they need to be successful,” Williams said. “The same undoubtedly applies to massage students, who should exhibit higher retention rates with improved skills.”

Classroom and home-use materials for students include the **Massage Year Planner**, which offers scheduling and planning tools, tips on maximizing study sessions, and positive affirmations in a colorful, student-friendly format. A portion of the student materials are available at the members-only **Student Resource Section** of [www.abmp.com](http://www.abmp.com), including reading aids, exam-preparation tools, research-paper writing tips and research links. The site includes flash cards covering anatomy, physiology and kinesiology. Students can even get a feel for their learning and business styles with free and fee-based personality tests, including the Myers-Briggs tool. Resume and cover letter samples are available for advanced students.

“These materials augment student tools already in place for ABMP members, like the quarterly *Knead to Know* newsletter, the award-winning *Massage & Bodywork Magazine*, the online member web community and the liability insurance so crucial to safe practice,” Williams said.

## **Flexible, Complete Curriculum**

The **Student Success Curriculum**, free to educators, features guidance on learning objectives, teaching preparation tools and strategies, suggested class and lecture outlines, PowerPoint presentations, and guides to classroom activities and homework. Other materials include a guide to classroom supplies and equipment, tutoring aids and long-term evaluation tools. The curriculum is integrated with and complementary to the **Student Success Guide** and is flexible enough to fit programs of different lengths and class frequency. Features include special templates for orientation, one- or two-day weekend workshops and “jump-start” units meant to ensure a productive first week of school.

### **ABMP and Trends in Massage Education**

“We want to serve schools and students to better the profession, as well as the health of consumers who are seeking massage in increasing numbers,” said ABMP president Les Sweeney, NCTM. “We feel an opportunity exists to help better prepare the next generation of massage therapists, rather than simply beat the drum for higher standards.”

ABMP has long supported educators with its School Issues Forum. Now in its 11<sup>th</sup> year, the 2007 program is slated for Oct. 18-20 at The Colonnade Hotel in Boston. For event information, contact the ABMP education department at 800-458-2267.

ABMP serves the massage, bodywork and somatic therapy profession and is devoted to promoting ethical practices, fostering acceptance of the profession and protecting the rights of legitimate massage and bodywork practitioners. Now in its 20<sup>th</sup> year, ABMP is the nation’s largest professional membership association serving massage therapists. Headquartered in Evergreen, Colo., ABMP has more than 60,000 massage and bodywork members.

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