



Dec. 3, 2008

**FOR IMMEDIATE RELEASE:**

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## **ASSOCIATED BODYWORK & MASSAGE PROFESSIONALS UNVEILS REDESIGNED WEBSITE AT ABMP.COM**

(Golden, Colo., Dec. 3) – Associated Bodywork & Massage Professionals (ABMP) today unveiled its redesigned website at [www.abmp.com](http://www.abmp.com), featuring improved navigation, appealing new graphics and many changes based on member feedback. New features include a site search function, an RSS feed, an interactive U.S. legislative map that links to state boards, and extensive new resources for massage schools and instructors.

“Our goal for the redesign was to make the site more approachable, useful and valuable for our members,” said Les Sweeney, ABMP president and nationally certified massage therapist. “A slideshow of various members is one of the first things visitors will notice.”

Members can submit photos of themselves as well as testimonials about the profession, their relationship with ABMP, or both. “We wanted to express that it’s our loyal members who make up this organization,” Sweeney said. ABMP has more than 65,000 members.

A marketing center on the site provides a wealth of information to support members’ marketing plans, including customizable brochures and newsletters. A business management section has been added, as well as a career development unit where members can access job-hunting tools and continuing education resources. A client treatment resource center has been expanded and features numerous forms essential to a massage therapist’s practice.

Reflecting ABMP’s warm and personal customer service philosophy, a scrolling marquee of “happy anniversary” tributes to long-time members has been launched, providing recognition to veterans of the profession.

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ABMP.com now features a streamlined list of exclusive member discounts, including banking services, credit-card capability for a member's practice, tax help, legal services, online appointment booking and more.

ABMP has been noted for its website excellence in the past, most recently for the digital version of *Massage & Bodywork* magazine, which won a gold award from the international MarCom Awards in October after the e-zine was rolled out in August. The digital *Massage & Bodywork* was the first U.S. massage therapy journal to be offered online by a leading massage membership association.

Also notable was a 2007 design excellence award from the Society of National Association Publications (SNAP) for ABMP's consumer website, [www.massagetherapy.com](http://www.massagetherapy.com). SNAP is a leading publishing organization that's shaped industry standards for nearly three decades.

Associated Bodywork & Massage Professionals is a national professional membership association serving the massage therapy profession. Founded in 1987 and headquartered in Golden, Colo., ABMP is the largest massage membership association in the United States.

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