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FOR IMMEDIATE RELEASE:

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ABMP OFFERS ‘COLD AND FLU SAFETY’ WEBINAR TO MASSAGE THERAPIST MEMBERS AND NON-MEMBERS

(Golden, Colo., Sept. 10) – Associated Bodywork & Massage Professionals (ABMP) today said it will offer a complimentary webinar to all massage therapists on how to keep their practices safe and sanitary during this cold and flu season. For ABMP members, the webinar will be held Tuesday, Sept. 22 at 6 p.m. (MDT); for non-members the webinar will be posted on ABMP’s public site by Wednesday, Sept. 30. The effort is part of ABMP’s BizFit program to help members conduct a sound business during difficult economic times.

“Ordinarily this would be a benefit reserved for ABMP members, but because of the high level of interest in the H1N1 flu this year, we are offering it to all massage therapists and bodyworkers,” said ABMP director of education Anne Williams. “It’s in everyone’s interest to make the massage profession as healthy as it can be this year.”

The webinar will provide the key components for preventing disease transmission and implementing universal precautions, providing a handy hygiene and sanitation checklist to help massage therapists and bodyworkers meet ABMP-developed standards. The standards address both therapist and client health.

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“There’s no reason any consumer should shy away from getting massage this year. Proactive communication by therapists with clients about preventive steps being taken can bring clients peace of mind,” Williams said. “Our practices are all about client relaxation and health.”

ABMP members received an e-mail with details and sign-up information today, and will be offered posters to use in their offices that proactively inform clients about flu and cold health and safety measures they are taking. Non-members will be able to view the webinar from the convenience of their computer screens, complete with the presenter’s commentary, whenever they wish once the webinar is posted at ABMP.com. Non-members who wish to receive an e-mail alert when the webinar is posted can e-mail their request to expectmore@abmp.com.

BizFit was developed in October of 2008 by ABMP as an effort to aid practitioners in managing a challenging economic environment. This series of web-based tool kits, webinars, articles, client education efforts and resources aims to help members get their practices in shape.

ABMP serves the massage, bodywork and somatic therapy professions and is devoted to promoting ethical practices, fostering acceptance of the professions and protecting the rights of legitimate massage and bodywork practitioners. Representing more than 70,000 members, ABMP is headquartered in Golden, Colo. ABMP is employee owned and is the largest massage therapy membership association in the nation.

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