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FOR IMMEDIATE RELEASE:

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**ABMP'S DIGITAL *MASSAGE & BODYWORK*
MAGAZINE TAKES GOLD MARCOM AWARD**

(Evergreen, Colo., Oct. 31) – Associated Bodywork & Massage Professionals (ABMP) today announced its digital *Massage & Bodywork* magazine has won a gold award from the international MarCom Awards, sponsored by the Association of Marketing & Communication Professionals (AMCP). The digital *Massage & Bodywork* was one of 5,000 entries in the competition. ABMP rolled out the September/October inaugural e-zine Aug. 11. *Massage & Bodywork* is the first U.S. massage therapy journal to be offered online by a leading massage membership association.

MarCom's gold winners were judged to “exceed the high standards of the industry norm,” and the gold is “a tremendous achievement,” according to the Arlington, Texas-based AMCP.

- more -

Marcom award
page 2

The digital *Massage & Bodywork* features links to ads, streaming videos and websites, along with video sidebars to help deepen readers' knowledge of a technique or treatment. Subscribers can easily locate specific issues, articles and pages using the table of contents and search function. Those who prefer to read exclusively online can go green by notifying ABMP they want only the digital version. Subscribers to the award-winning print magazine receive the digital magazine free.

A Readex survey released last summer shows *Massage & Bodywork* is the top professional magazine choice among massage therapist survey respondents not affiliated with either of the two major membership associations. It was named the first choice by 37 percent of unaffiliated readers, demonstrating leadership over *MTJ*, *Massage Magazine* and *Massage Today*. *Massage & Bodywork* recently won prestigious gold and silver EXCEL awards from the nation's leading association publishing organization.

Associated Bodywork & Massage Professionals is a national professional membership association serving the massage therapy profession. Founded in 1987 and headquartered in Evergreen, Colo., ABMP is the largest massage membership association in the United States with more than 65,000 members.

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