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FOR IMMEDIATE RELEASE:

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**ABMP LAUNCHES DIGITAL VERSION OF ITS
AWARD-WINNING *MASSAGE & BODYWORK* MAGAZINE**

(Evergreen, Colo., Aug. 8) – Associated Bodywork & Massage Professionals (ABMP) today introduced its digital version of the award-winning *Massage & Bodywork* magazine (*M&B*), with the September/October issue appearing in subscriber in-boxes Monday, Aug. 11. In addition to their print copy, subscribers will receive the digital magazine free of charge. The digital *M&B* is the first U.S. massage therapy journal to be offered by a leading massage membership association.

“The digital *M&B* offers exciting enhancements like links to ads, streaming videos and websites,” said Editor in Chief Leslie Young, PhD. “Some articles have video sidebars to help deepen the readers’ knowledge of a technique or treatment. This technology truly takes the magazine to the next level.”

M&B subscribers will have access to the magazine anywhere they have an Internet connection and can easily locate specific issues, articles and pages using the table of contents and search function. Magazines will be digitally archived starting with the September/October issue, creating a handy reference tool. The magazine has “e-mail this article” capability.

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Subscribers who have an e-mail address on file with ABMP will automatically receive the magazine through a link every other month, coinciding with the release of the print publication. Readers without e-mail addresses can access the digital magazine through Massageandbodywork.com. Those who prefer to read *Me&B* exclusively online can go green by notifying ABMP they want only the digital version. With the digital *Me&B*, international readers now have immediate access to the magazine.

The digital *Me&B* is readable on either MAC or PC and is compatible with the major Internet browsers. Users will need Flash version 7, which most computers already have loaded.

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

ABMP members who want details on receiving the digital *Me&B* should refer to the September/October *Different Strokes* supplement mailed with *Me&B* or they can e-mail expectmore@abmp.com or call 800-458-2267.

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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 64,000 members.

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