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**FOR IMMEDIATE RELEASE:**

**EveryBody Deserves a Massage Week is July 18–24**  
*Charitable and Educational Events Benefit Communities*

(Golden, Colo., Feb. 18) – Associated Bodywork & Massage Professionals (ABMP) today announced dates for the 2010 *EveryBody Deserves a Massage Week*, which promotes the benefits of massage to consumers. Massage therapists will hold events between Sunday, July 18, and Saturday, July 24, in communities nationwide. The award-winning promotion is open to both ABMP members and non-members to help build their businesses and visibility.

The use of massage therapy has boomed in the last two decades. Massage has proven health benefits, such as effectiveness in treating persistent back pain and arthritis pain, as well as strengthening the immune system. It also reduces symptoms of carpal tunnel syndrome and much more. Consumer research shows first-time massage therapy clients report very positive feelings about their experience.

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ABMP has sponsored a charitable, promotional massage event since 1995, with members holding celebrations that have included educational lectures, complimentary chair massage and gift certificate contests. Last year, ABMP introduced online customizable event materials for members, available at [ABMP.com](http://ABMP.com), Members section. Hard-copy event materials are also available to members and non-members, while supplies last, by calling 800-458-2267, ext. 632 or emailing [expectmore@abmp.com](mailto:expectmore@abmp.com). ABMP also loans participants large vinyl color banners (deposit required).

ABMP is the nation's largest massage membership association. Headquartered in Golden, Colo., ABMP has more than 70,000 massage therapist members.

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