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FOR IMMEDIATE RELEASE:

Nora Brunner
Public Relations
nora@abmp.com
800-458-2267, ext. 647

ABMP Celebrates 50th Webinar This Week

Archived and Future Sessions Now Eligible for CE Credit

(Golden, Colo., Sept. 13) — Associated Bodywork & Massage Professionals (ABMP) will complete its 50th no-cost webinar this Wednesday with a presentation on social media marketing by Eric Brown, founder of a leading massage website and the World Massage Conference. Most of the archived ABMP webinars and those in the future will be eligible for Continuing Education (CE) credit.

“Member response since November 2007 when we launched these webinars has been very positive,” says Anne Williams, education director for ABMP. “We’ve had more than 8,500 attendees and wonderful feedback. With continuing education credit added into the mix, we expect even higher attendance as the word spreads.”

The webinars offer a wide range of business and therapeutic topics as well as subjects of interest to school owners, educators and students. Live sessions are offered to ABMP members at a variety of times to accommodate different schedules. The sessions are archived soon after the live webinars finish and can be accessed 24/7. Participants need only a computer to access the webinars.

ABMP members can view webinars at no charge and earn one CE for just \$12; Non-members can watch webinars and earn one CE hour for \$35.

ABMP members wishing to sign up for the webinar “Social Media Marketing: Get More Clients by Socializing Online” with Eric Brown should register at <https://www1.gotomeeting.com/register/598600656>

Recent offerings have included presenters like Laura Allen, author of *One Year to a Successful Massage Therapy Practice*, and notable massage educators like Ben Benjamin, Whitney Lowe, Til Luchau, Thomas Myers, Doug Nelson and Art Riggs. Massage school instructors or administrators say they’ve valued webinars like “Tips for Teaching Pathology” with Ruth Werner, “Tips for Teaching Business Classes” with Cherie Sohnen-Moe, and “Planning Great Orientations” with ABMP’s Williams.

ABMP is the nation’s largest membership association serving massage therapists and bodyworkers. ABMP promotes ethical practice, fosters acceptance of the profession, and protects the rights of legitimate practitioners. Founded in 1987 and headquartered in Golden, Colo., ABMP has more than 73,000 massage therapist, student and school members.

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