



March 7, 2011

**FOR IMMEDIATE RELEASE:**

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## **ABMP IS AN AMERICAN MASSAGE CONFERENCE GLOBAL EDUCATION SPONSOR FOR 2011**

(Golden, Colo., March 7) – Associated Bodywork & Massage Professionals (ABMP) today announced it is a Global Education sponsor of the American Massage Conference, to be held May 20–22, at the Holiday Inn Capitol Conference Center in Atlanta. ABMP is a sponsor of the welcome reception, followed by a roundtable discussion, and a one-day student workshop on passing professional entrance exams.

ABMP Education Director Anne Williams will moderate the Friday evening roundtable on “Massage Career from the Heart,” including the following panelists:

- Laura Allen, author and owner of Thera-ssage.
- Felicia Brown, professional business trainer and coach.
- CG Funk, vice president of industry relations, Massage Envy.
- Whitney Lowe, founder of Orthopedic Massage Education & Research Institute.
- Les Sweeney, ABMP president.

ABMP is also a sponsor of the May 20 workshop with Laura Allen on passing the MBLEx and NCETMB examinations, a class she has been teaching 10 years. Attendees registered for the conference at the \$20 student rate are invited free to the class and will receive a copy of Allen’s book, *Plain & Simple Guide to Therapeutic Massage & Bodywork Examinations*, compliments of Lippincott Wilkins and Williams.

The class will cover:

- Facts about the exam options; what each test covers.
- How to cope with test anxiety.
- How to study effectively.
- How to use success strategies at exam time.

“As the leader in supporting massage therapy educators and schools, this is a natural fit with our vision for massage therapy education,” Williams said. “It’s so important to make this conference opportunity worthwhile educationally for both practicing professionals and students wanting to achieve their optimum skill level.”

Professional entrance to the American Massage Conference is \$40 and features continuing education, massage products, new business opportunities, and the trade show. More than 50 exhibitor booths are planned, including ABMP booths (numbers 11 and 12). The continuing education seminars comprise more than 100 CE-eligible hours over three days. One-hour workshops are free; longer events require additional fees. A student day, including a job fair, will be held Sunday, May 22.

To register for the conference, visit [www.americanmassageconference.com](http://www.americanmassageconference.com).

ABMP serves massage, bodywork, and somatic therapy professionals, 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 76,000 massage therapist members, ABMP is headquartered in Golden, Colo. ABMP is employee owned and is the largest massage therapy membership organization in the nation. To learn more, visit [www.abmp.com](http://www.abmp.com).

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