



NEWS RELEASE
FOR IMMEDIATE RELEASE

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**Hygenic/Performance Health and the Kinesio® Taping Association
Workshops Raised \$25,000 for the Massage Therapy Foundation**

Akron, Ohio – August 10, 2010 – Hygenic/Performance Health and Kinesio® Taping Association sponsored 20 workshops designed to teach a therapeutic approach using the Kinesio® Taping Method, Prossage®, and Biofreeze® Pain Reliever, and to raise awareness and funds for the Massage Therapy Foundation.

Hygenic/Performance Health and the Kinesio® Taping Association underwrote the cost of the *Elevate Your Practice* workshops so that \$20 from each registration fee could be donated to the Massage Therapy Foundation. Over 1,200 therapists attended the hands-on workshops that demonstrated how soft tissue treatments could enhance therapeutic effectiveness.

“We were very pleased to support the Massage Therapy Foundation through this educational initiative. Their mission to promote research, community service and education in the field of therapeutic massage and bodywork aligns well with our organization’s evidence-based practice philosophy,” stated Lynda Solien-Wolfe, LMT, NCTMB, Director of Education for Hygenic/Performance Health. “I would like to thank all the participating organizations and schools; our workshop instructors, Pete Pfannerstill, Ph.D., LMT, NCTMB, CKTI and Michael McGillicuddy, LMT, NCTMB, CKT; and Massage Warehouse, the product sponsor. Their combined efforts resulted in donations of over \$25,000.”

“It was exciting to be part of a collaboration that advances our profession while creating win-win opportunities for practitioners, vendors and charitable organizations alike,” commented Ruth Werner, President, Massage Therapy Association. “We were thrilled with the success of these workshops and are so grateful to Performance Health and the Kinesio Taping Association for this creative and generous endeavor.”

Performance Health / Hygenic Corporation is a leading designer, manufacturer and marketer of a broad portfolio of products for the therapy, rehabilitation, massage, wellness and consumer retail markets. Maker of market-leading Thera-Band®, Biofreeze® and Perform® products, Performance Health / Hygenic Corporation provides evidence-based protocols, education, turn-key dispensing and



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pain management solutions. www.thera-bandacademy.com www.biofreeze.com
www.performpainrelief.com www.thera-band.com

Kinesio® drives the elastic therapeutic taping industry by offering Kinesio® Tex Gold™, a tape utilizing premium materials and over 35 years of research and development. Kinesio® also differentiates itself from a growing number of imitation brands through a continuing commitment to customer service, intellectual support and education. www.kinesiotaping.com

The Massage Therapy Foundation is a 501(c)(3) tax-exempt, public charity that advances the knowledge and practice of massage therapy by supporting scientific research, education, and community service. For more information on the Foundation, please visit www.massagetherapyfoundation.org