



American Massage Therapy Association
New York Chapter
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*** MEDIA ALERT ***

For Immediate Release – 10/10/08

National Massage Therapy Awareness Week (NMTAW)

October 19-25, 2008

New York Chapter of the American Massage Therapy Association (AMTA-NY) Plans Activities Across the State

Massage therapists are health professionals who use a variety of scientifically developed massage techniques to enhance well-being, reduce the physical and mental effects of stress and tension, prevent disease, and restore health. Massage therapy is one of the 47 professions licensed by the New York State Education Department's Office of the Professions. There are currently 12,747 licensed massage therapists in New York State, and over the past 5 years, the Department has issued a total of 5,535 new licenses, making it one of the fastest growing of the statutorily defined professions. The American Massage Therapy Association – New York Chapter (AMTA-NY) represents over 3,600 of these licensed professionals throughout the State.

Consumers have long suspected that massage helps promote a healthy and balanced lifestyle. As more research demonstrates the effectiveness of massage therapy for helping to treat common ailments like low back pain, more consumers are seeking massage to improve their overall wellness and health.

Consumers aren't the only people recognizing the benefits of massage. Physicians and other healthcare providers are increasingly recommending massage therapy to their patients as a supplement to traditional health care. According to one national survey, 54 percent of primary care physicians and family practitioners would encourage their patients to pursue massage therapy as a treatment. Consumers surveyed over the last three years say that when they discuss therapeutic massage with their physicians, more than 70% responded favorably.

AMTA-NY Volunteers to Provide Services at Assisted Care Facilities During NMTAW

As part of the New York Chapter's mission to promote the value of Licensed Massage Therapy, members will be providing hands-on therapy at a number of adult-care and assisted living facilities throughout New York State. To date, these include:

1. The Manor at Woodside, Poughkeepsie, NY, Mon. 10/20 Time TBA
2. The Elant at Goshen - Goshen, NY, Tue. 10/21 9-11
3. St. Louise Manor – Binghamton, NY, Tue. 10/21 2:30-4:30
4. Christian Fellowship House Adult Rest Home – Syosset, NY, Wed. 10/22 10-12
5. Sunrise Senior Living of Staten Island – Staten Island, NY, Wed. 10/22 1-3
6. Updykes Willow Ridge Quality Care Facility – Hornell, NY, Fri. 10/24 9:30-11:30
7. Culinarions Home - New Paltz, NY, Fri. 10/24 2-4
8. Pelham Parkway Nursing Home - Bronx, NY, 10/24 Time TBA
9. Atria @86th St. – NYC, Date and Time TBA.
10. Achieves Nursing Facility – Sullivan County, Date and Time TBA
11. Dr. Susan Smith McKinney Nursing Home – Brooklyn, NY, Date and Time TBA

AMTA-NY EXTENDS EVERY COURTESY TO MEMBERS OF THE MEDIA TO COVER THESE EVENTS, AND WILL MAKE SPOKEPEOPLE AVAILABLE FOR INTERVIEW.

Professional Massage Therapy ... Integral to Maintenance of Good Health

ADDITIONAL OPPORTUNITIES FOR THE MEDIA TO LEARN MORE ABOUT LICENSED MASSAGE THERAPY AND TO SPEAK WITH AMTA-NY LEADERS

AMTA-NY is currently conducting a series of Law & Legislation Symposiums to educate its members about issue affecting the profession and role they should play during the election season. This coming week, these Law & Legislation Symposiums will be held in:

Westbury, Long Island – Wed. 10/15 6:30-9:30 p.m. @ Papa-Razzi Trattoria
Albany – Thursday, 10/16 6-9 p.m. @ Center for Natural Wellness School of Massage Therapy

We encourage members of the media to join us for these events.

More on Massage Therapy:

An Effective Treatment for Low Back Pain

A study conducted by Beth Israel-Deaconess Center for Alternative Medicine Research and Education and the Center for Health Studies in Seattle concluded that therapeutic massage was an effective treatment for providing long-lasting benefits for patients suffering from chronic low back pain. In fact, researchers hypothesize that massage might be an effective alternative to conventional medical care for persistent low back pain. Researchers hope to continue their research to determine which components of the massage therapy experience contribute to its effectiveness.

Helping Breast Cancer Survivors Cope Emotionally and Physically

Research shows therapeutic massage is an effective complement to traditional medical care for women suffering from the trauma of undergoing a lumpectomy, mastectomy or breast reconstruction. Pre-surgery, massage relaxes muscle tissue and increases the flow of lymph. Post surgery, women who use specialized lymph drainage techniques from a well-trained massage therapist as part of their treatment for lymphedema may experience less pain and swelling, as massage helps disperse build-up of lymphatic fluid.

Although the physiological benefits are important, many women who've undergone breast cancer treatment report that the emotional benefits of massage are paramount. Women report that massage helps them reconnect with their bodies after this invasive surgery.

Easing Pain After Bypass Surgery

According to a pilot study conducted at Cedars-Sinai Medical Center in Los Angeles, massage therapy reduces pain and muscle spasms in patients who have undergone heart bypass surgery when patients are treated at the hospital after their surgery. Because of its effectiveness, 60 percent of the massage group expressed a willingness to pay for massage therapy out-of-pocket.

Boosting Immune Function

During periods of stress, the effectiveness of the body's immune system is reduced. Research indicates that massage can increase the immune system's cytotoxic capacity (the activity level of the body's natural "killer cells") and decrease the number of T-cells, which improves the body's immune functioning overall.

Finding a Massage Therapist

To get the answers to questions you may have about your health, check with your doctor, then contact a Professional member of AMTA by using AMTA's free Find-A-Massage Therapist national locator service by phone at 888-THE-AMTA (1-888-843-2682) or through [AMTA's Web Site](#).

**For more information on National Massage Therapy Awareness Week,
or the work of AMTA-NY, please contact:**

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