

# Connecting Touch News

“Healthy Living Through Healthy Touch”

October 2010

**About our new e-newsletter...** I will be sending it out the first of each month. I have included only the individuals who have expressed interest in receiving email from us. If you do not want to receive it, contact me at [jack@connectingtouch.com](mailto:jack@connectingtouch.com), and I will promptly remove you from our email list. If you would like to share this newsletter with your friends, please feel free to do so. You can access a printer-friendly version of our newsletter (as well as prior newsletters) at <http://www.connectingtouch.com/newsletter/>.

And as always, I thank you for your continued support and encouragement.

Jack Hayes

## Fall Activities...



**...equal sore muscles. Massage will help those aching muscle heal and keep you on the move.**

# Featured Business of the Month



## OPEN M

A Ministry of Faith, Health & Hope

**Open M** is a non-profit neighborhood-based, comprehensive ministry working in the community of South Akron. The organization was founded in 1968. In the summer of 1968, Reverend Bob Hahn and several parishioners of Calvary Evangelical United Brethren Church reached out to their inner city neighbors and, joined by Reverend Paul Reese of Main Street Methodist Church, formed a neighborhood church called: *Opportunity Park Ecumenical Neighborhood Ministry-OPEN M*.

The purpose of **OPEN M** in fulfilling its ministry is to:

- Feed the hungry
- Heal the sick
- Nurture children
- Build families
- Strengthen the community

941 Princeton Street Akron Oh 44311  
330.434.0110

<http://www.openm-ministry.org>

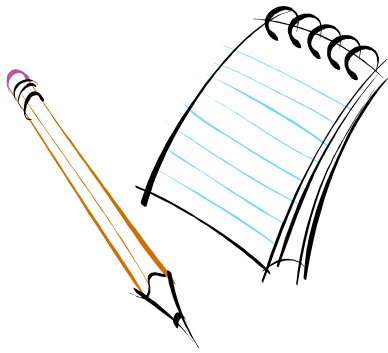
# Thank You, Veterans!!



**On Veterans Day, Thursday November 11, we will be giving free massages to all U.S. military veterans as our small way of thanking you for *our* freedoms and *your* sacrifices!**



Due to anticipated demands, we are limiting the massages to ½ hour. Please bring proof of being a military veteran (e.g. DD214). Schedule now because space is limited and there will be no rain checks.



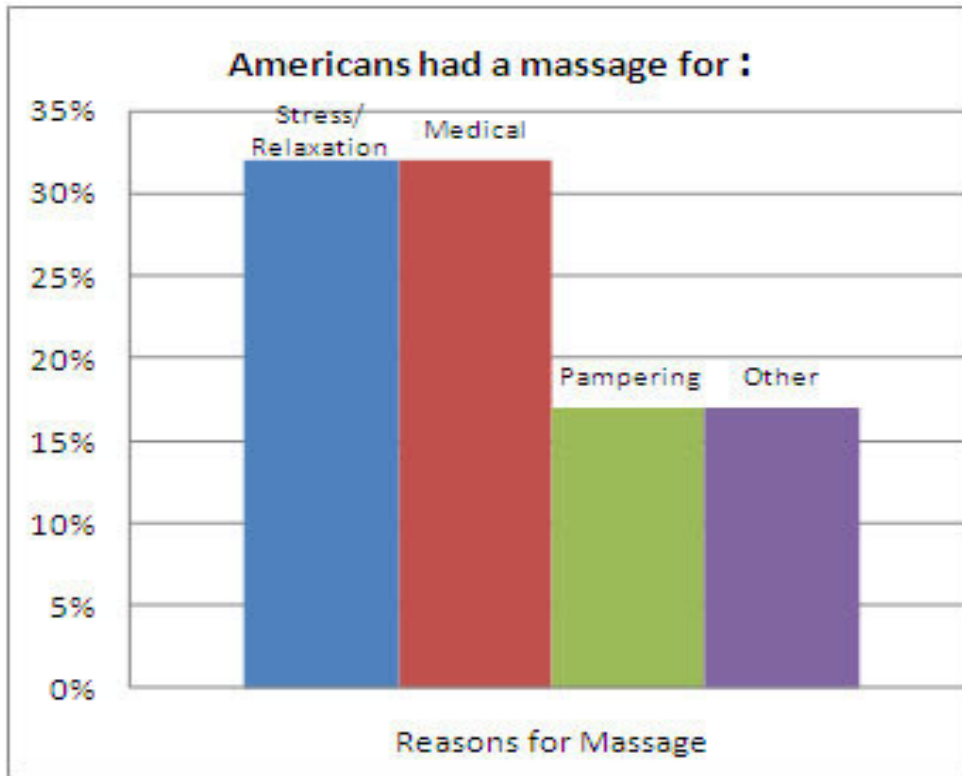
# AMTA Survey “And the survey says...”

## Massage is Used More Than Ever for Medical/Health Reasons

Thirty-two percent of Americans seek massage therapy for medical and health reasons, according to the 13th annual consumer survey sponsored by the American Massage Therapy Association® (AMTA®), compared to 31 percent last year.

- Twenty-five percent of Americans ages 35-44 have talked to their doctor or healthcare provider about massage therapy this year, compared to 14 percent in 2008.
- Seeking a massage for medical or health reasons is now tied with relaxation and stress reduction as the top reasons Americans get massages.
- Of those who discussed massage therapy with their doctors, 52 percent say their doctor strongly recommended/encouraged them to get a massage.
- Eighty-six percent of Americans agree that massage can be effective in reducing pain.

- Eighty-five percent of people agree that massage can be beneficial to your health and wellness.



### **Massage therapy for stress reduction**

- This year, 32 percent of Americans said they sought massages for stress and/or relaxation in the last five years; compared to 36 percent last year.
- Fifty-seven percent of Americans say they are more stressed this year than they were a year ago.

### **Massage therapy and income**

- Forty-seven percent of those making \$35,000 to \$50,000 a year say they have considered massage to manage stress.

- Thirty-four percent of those making less than \$35,000 a year sought massages for medical or health reasons. This group is the second-largest income bracket of those who had a massage for medical or health reasons.
- Forty-nine percent of those making \$75,000 to \$100,000 chose massage for medical or health reasons.

**Older Americans are most likely to seek massage for its medical and health benefits rather than for relaxation or stress reduction**

- Among those who have had a massage in the last five years, 41 percent of those over 65 years of age and 41 percent of those between the ages of 55 and 64 received their last massage for medical or health reasons.
- In contrast, only 13 percent of those over 65 and 28 percent of those ages 55 to 64 had massage for relaxation/stress reduction.

**Massage considerations and recommendations**

- Fifty-seven percent of 35-44 year olds who had a massage in the previous 12 months have considered massage to manage stress.
- Sixty-two percent of Americans have or would recommend massage therapy to a relative or someone else they know.

# What can we do to enhance your experience with us?

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## ~Comments~



Wish I could come back tomorrow- my massage with Audrey was AWESOME !!!!! AK

Your place is truly the Best!!!!  
LG

Do you have any comments or suggestions? Just send them to [jack@connectingtouch.com](mailto:jack@connectingtouch.com)

Don't forget to "**Like**" us on [Facebook](#). We post timely information there that we do not email. (I respect your time and I do not want to send out too many emails). Just go to the [Connecting Touch Therapy & Wellness Center Facebook](#) page and click "Like."

Thank you for all your support!

## ~Staff~

### Massage Therapists

Cindy Apthorpe

Michael Hale

Audrey Zarachowicz

Jack Hayes

### Reiki Master

Ed Coyle

### Office Staff

Jack Hayes... President

Katie Jernigan...General Manager

Nikki Hayes...Office Manager

## ~About Connecting Touch~

Opened in 1995, we employ only individuals who are licensed by the State Medical Board of Ohio or certified in their field of practice, thus providing a high level of service.

**We are open 6 days a week.**

**Hours**.....Monday–Saturday 9:00am to 6:00pm

Last massage appointments are scheduled for 6:30pm Monday-Friday and 5:00 Saturday.

# *Connecting Touch*

Therapy & Wellness Center, Inc.

960 Graham Road

Cuyahoga Falls, Ohio 44221

**330-945-9354**

**800-565-2926**

**[www.connectingtouch.com](http://www.connectingtouch.com)**

**Fox 8 Hot List Winner for Best Massage  
Akron/Canton Area 2008, 2009 & 2010!**