



*Massage Envy.*

**USO Puget Sound Area and Massage Envy (WA) Announce “Massage for the Military” to Help Active-Duty Military, Dependents and Veterans Reduce Stress with Free Therapeutic Massage**

*19 Massage Envy locations honor local military and veterans by providing 500 free one-hour massages on Veterans Day and 250 free one-hour massages over the holidays*

SEATTLE – November 9, 2011 – USO Puget Sound Area and Massage Envy locations in Washington State today announced a new partnership, “*Massage for the Military*,” that will help local military personnel, their families and veterans reduce stress with free therapeutic massage.

*Massage for the Military* kicks off Veterans Day (Friday, November 11) with over 500 free one-hour massage sessions scheduled for active-duty military, military spouses and veterans at Massage Envy’s Puget Sound locations. In addition, local Massage Envy owners have donated 250 one-hour massage gift cards to USO Puget Sound Area, which the organization will distribute to selected local military personnel representing the five branches of the military.

“Many of our military families are under tremendous stress as they deal with long deployments and running a household while a spouse serves overseas or is underway,” said Don Leingang, USO Puget Sound Area Executive Director and CDR, USN (Ret.). “We are thrilled to announce this partnership and want to thank Washington area Massage Envy’s for their continued support of our local military.”

USO Puget Sound is accepting individual requests for massage gift cards from deserving active-duty military, dependents and veterans. To submit a request, contact USOPSA online via our website ([www.usopsa.org](http://www.usopsa.org)) and Facebook page ([www.facebook.com/usopsa](http://www.facebook.com/usopsa)).

“The response to the Veterans Day offer has been overwhelming,” said Barney Nelson, regional developer for Massage Envy in Washington State. “Our owners began to explore ways with USO Puget Sound Area to extend our support of our military.”

Massage Envy and USO Puget Sound Area are exploring additional opportunities to work together to serve our military during this holiday season.

Massage Envy’s health and wellness initiative focuses on the physical and emotional benefits of therapeutic massage. Studies cite alleviation of stress, improved sleep

and an overall sense of physical and emotional well-being among the many positive benefits.

In addition to the Veterans Day event and support of USO Puget Sound Area programs, Massage Envy centers nationwide offer a Military Discount Program to all active-duty military personnel.

To schedule interviews (press only), please contact:

- Nate Murphy, Kitsap Public Relations, (206) 618-2790, [nate@kitsap-pr.com](mailto:nate@kitsap-pr.com)

### **About USO Puget Sound Area**

For 45 years, the USO Puget Sound Area has provided ‘all the comforts of home’ to our brave military personnel and their families, via the USOPSA centers at Sea-Tac Airport and Joint Base Lewis-McChord, the USO Mobile Canteen, special events, and deployments and homecomings at military installations throughout the Puget Sound region. The USO Puget Sound Area is a private, non-profit organization, and a chartered center of USO Headquarters in Washington, D.C., not a government agency. We rely on the generosity of our “Army of Gratitude” volunteers and donors. We are also supported through the Combined Federal Campaign (CFC-15348).

For more information on how to volunteer, or to make a one-time or recurring tax-deductible contribution to the USO Puget Sound Area, visit us online at: <http://www.usopsa.org>. Show your support for our military and follow @USOPSA on Facebook (<http://www.facebook.com/USOPSA>), Twitter (<http://www.twitter.com/USOPSA>) and YouTube (<http://www.youtube.com/USOPSA>).

### **About Massage Envy**

Massage Envy, based in Scottsdale, Arizona, is the leading provider of therapeutic massage in the United States. The national franchise is dedicated to providing professional and affordable therapeutic massage and spa services to consumers with busy lifestyles at convenient times and locations. Founded in 2002, Massage Envy has more than 700 locations in 44 states. The company was recently named a top AllBusiness (a D&B company) AllStar Franchise, and is a member of the International Franchise Association (IFA). For more information, visit [MassageEnvy.com](http://MassageEnvy.com).

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