

Massage Envy Rubs the Hub the right way Dedham, Arlington, and Wellesley Make Six!



Released on: July 21, 2008, 4:57 pm

Press Release Author: Richard Silva-Massage Envy Regional Developer

Industry: [Consumer Services](#)

Press Release Summary: A new company descended on the Hub a year ago in Newton and is quietly making its mark on the rapidly growing massage-therapy industry. The "Hub likes to be Rubbed" as the results have shown and aggressive expansion plans are now in place with three clinics open, three under construction in Dedham, Wellesley, and Arlington and seven additional under development in the region.



Press Release Body:

Massage Envy Rubs the Hub the right way
Dedham, Arlington, and Wellesley Make Six!

A new company descended on the Hub a year ago in Newton and is quietly making its mark on the rapidly growing massage-therapy industry. The "**Hub likes to be Rubbed**" as the results have shown and aggressive expansion plans are now in place with three clinics open, three under construction in Dedham, Wellesley, and Arlington and seven additional under development in the region.

"A year ago, when we opened in Newton, we were confident but also concerned that New England might be different than other parts of the country when it comes to massage therapy," said **Richard Silva, co-developer for Northern New England and Co-owner of the Newton clinic**. This fear was quickly laid to rest as the first Massachusetts clinic met with record breaking success. One year later, the Newton clinic has over a thousand members and is providing between 50 and 100 massages a day, seven days a week, with 34 therapists on staff." said Silva.

Massage Envy is a national franchise that takes massages out of the "**elite only**" market and makes them affordable for everyone through a monthly membership plan similar to those offered at health clubs. Members can enjoy a massage each month for \$59, with each additional massage in the same month costing just \$39.

Aside from price, **Massage Envy** offers a number of other special features. Chief among them is convenience – the clinics are open weekdays as late as 10 p.m. and on both Saturday and Sunday until 6 p.m. to accommodate consumers' busy schedules.

"Our clinics also have a spa-like setting, with waiting areas, a tranquility room, and eleven to thirteen treatment rooms, and couples rooms," said **Jane Tomeo, co-owner**. "The difference is that therapy is easily accessible to our customers." Tomeo also notes that memberships can be used at any of the over 450 **Massage Envy** clinics now open throughout the country. Many of our members have winter homes in Florida and they can always find a **Massage Envy** close by, said Tomeo.

The newest clinic will open in Dedham in mid August and is one of the 40 clinics planned for Massachusetts with Jane Tomeo and Richard Silva serving as the regional developers for **Massage Envy** franchising in MA, ME, VT, and NH. The Dedham clinic will be located on route one in the Bed Bath and Beyond Center and will have 13 therapy rooms.

At an estimated \$11 billion, massage therapy is one of the fastest-growing industries in the nation, a fact that's not surprising given Americans' increasingly hectic lifestyles. During the past year alone, an astounding 47 million adults in the United States received a massage for everything from stress reduction to pain relief and overall relaxation. **Massage Envy** has grown with the industry – from one clinic in 2002 to over 450 clinics today

and another 350 in development. **Massage Envy** is the largest employer of licensed massage therapists in the country.

-more-

New Massage Envy clinic ...2

"We have a unique business model – one that benefits the company and its customers," Silva said.

Massage Envy® Limited, LLC, is a bold concept in therapeutic massage. The Scottsdale, Ariz.-based company was created in 2002 upon the premise that massages should be relaxing, but also affordable and convenient. **Massage Envy** makes this possible through a monthly membership plan that enables customers to enjoy massages on a regular basis. **Massage Envy** offers all first time clients a trial one hour massage session for only \$39, which is 50% off of the non-member rate. This gives the community an opportunity to see first hand how regular use of massage therapy can provide a healthy benefit at a reasonable price. For more information, visit www.massageenvy.com.

Note: To schedule an interview or get more details on how **Massage Envy** is "**Rubbing the Hub**" the right way or about franchising in Northern New England call Richard Silva at 508-243-5775

#

Web Site: <http://www.massageenvy.com>

Contact Details: Contact:
Richard Silva
Massage Envy
244 Needham Street
Newton, MA 02464
508-243-5775
dsilva@massageenvy.com