



STATEMENT

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FOR IMMEDIATE RELEASE

NCBTMB DEVELOPS NEW AFFILIATION TO SUPPORT THE MASSAGE THERAPY PROFESSION

OAKBROOK TERRACE, Illinois (July 2, 2009) – This week an important NCBTMB initiative was prematurely disclosed – an affiliate relationship that will result in extensive new benefits for our certificants and all practitioners.

Acutely aware of the financial pressures generated by the current economic climate, NCBTMB has long been concerned that no effort on a national scale exists to address the high costs incurred by massage therapists in their personal and professional lives.

As a result, the **USA Massage Resource Alliance (usaMRA)**, a nonprofit organization, will soon debut across the country in support of massage therapists everywhere. It will provide low-cost products and services meant to ease the effects of a tough economy, featuring free enrollment for all NCBTMB certificants in good standing. There will also be an affordable option for non-certificants.

usaMRA benefits will include a comprehensive liability insurance product that will be available to all 91,000 certificants and offered to all NCBTMB assigned schools across the United States. The malpractice insurance will be administered by an experienced, longstanding leader in the industry.

As the nation's premier exam developer and credentialing body for the field, NCBTMB will continue to strive to represent the highest standards of excellence in the massage and bodywork profession. **usaMRA and NCBTMB look forward to providing more detailed information in the weeks ahead**, and are excited to be able to help improve the quality of life of those who work so hard to touch the lives of others.

ABOUT NCBTMB

The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) was established in 1992 as an independent, private, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through a recognized credentialing program. NCBTMB examinations are currently accepted or recognized in statute or rule by 33 states plus the District of Columbia. There are currently more than 91,000 professionals with NCBTMB certification. NCBTMB's certification programs have been accredited by the National Commission for Certifying Agencies (NCCA).