

# BECOME AN AMBASSADOR

*for Massage Makes Me Healthy & Happy*



## ***Our School and Industry Ambassadors play an important role in helping to raise awareness and promote Massage Makes Me Healthy & Happy Day.***

Celebrating this initiative in your local community helps promote massage school to future students, helps raise awareness about the massage therapy industry, and reflects your commitment to the students, practitioners, industry advocates, and the massage profession as a whole. Together our goal is to reach as many people as possible to share the wonderful benefits of massage, as well as the amazing career opportunities for massage therapists.

### ***How to Sign Up:***

The main requirement for becoming a School Ambassador is that you agree to hold some type of event and promote the mission of Massage Makes Me Healthy & Happy. To get started, you'll need to provide the following information to our contact:

- Name of School, Business, or Association
- Mailing Address
- Contact Person's Name, Email, and Phone Number
- Estimated Number of Students (if applicable)
- How many Faculty Members (if applicable)
- What type of event / activities do you plan to host in celebration of Massage Makes Me Healthy and Happy?

### ***Contact:***

Cherie Sohnen-Moe: [cherie@sohnen-moe.com](mailto:cherie@sohnen-moe.com)  
(520) 743-3936 x 11, mobile (520) 331-7798

[www.massagemakesmehealthyandhappy.com](http://www.massagemakesmehealthyandhappy.com)

### ***Benefits of Being a School Ambassador***

- *Get recognized on the Massage Makes Me Healthy & Happy website under the Ambassadors tab.*
- *Receive a curated box with MMMHH logo bracelets, stickers, and a tool kit.*
- *Connect with other schools through MMMHH Massage Schools and Educators Facebook Group.*
- *Be eligible to enter a contest drawing for a \$500 prize.*
- *Receive a special invitation for the online celebration on March 20th hosted by the Massage Makes Me Healthy & Happy leaders.*

continued >

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## Event Ideas and Materials

Imagination is your only limit in creating fun events to celebrate Massage Makes Me Healthy & Happy. Some ambassadors have held a simple party for students and alumni, or staff and clients; others did a combination open house and party open to the public. You could include demonstrations on different types of massage, self-massage tips, free chair massages for clients or free CE Classes for current students.

Whatever you end up doing, be sure to alert the media about what you're doing, and use your social media channels to promote the event.

Our website offers all sorts of resources and tools, including:

- Proud Ambassador Poster
- Event Flyer
- 50 Ways to Celebrate—*packed with great ideas!*
- Healthy & Happy Careers in Massage Therapy
- Proven Research Benefits of Massage Therapy
- Research Brochure

## Celebrate on March 20!

**Theme: Enhancing the Massage Experience**

Noon EST / 11:00 am CST / 9:00 am PST

Online via the Zoom link found on our website

Our online event is free and open to everyone—including the general public—which makes it another great way to raise awareness and promote what you do in your own community.

## Special Drawings

### For Students:

Ambassador school students are invited to enter a drawing in honor of the initiative. Three winners will be chosen to receive one of three gifts: a product basket from Universal Products valued at \$250, a \$250 gift certificate from Earthlite, or a \$250 gift certificate from Massage Warehouse. To enter, students must complete a short survey on our website at [massagemakesmehappy.com](http://massagemakesmehappy.com).

### For School Ambassadors:

We'd love to see how schools celebrated! Every school that participates will be entered into a drawing for a prize valued at \$500.00, generously provided by Universal Companies and Earthlite. Here's how to enter the drawing:

1. Write a brief summary of the events and activities you held to celebrate the day.
2. Choose photos and/or videos that you took throughout the day to document your school's activities.
3. Submit your summary, pictures, and videos to [cherie@sohnen-moe.com](mailto:cherie@sohnen-moe.com) by March 31 (use multiple emails if there are too many attachments or the videos are too large).

Please note that by entering this contest, you agree to allow the Massage Makes Me Healthy & Happy Initiative to use your school name, content, and photos/videos for promotional purposes.

WITH SINCERE THANKS TO OUR CORNERSTONE PARTNERS:



**EarthLite**  
WORLD'S #1 BRAND IN MASSAGE



**MASSAGE**  
WAREHOUSE