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## Massage Envy Receives Official World Record for Most Simultaneous Massages

### *Massage Envy Receives Honor for 167 Massages Given at the Same Time at Marine Corps Marathon*

Washington, DC -- (March 2, 2010) – Massage Envy® has officially been awarded the new **Guinness World Record** for the most people being massaged simultaneously in one location. Massage Envy, the nation's largest provider of therapeutic massage, received its official letter and certificate from The Guinness Book of World Records in late February, for its record-breaking event at the 2009 Marine Corps Marathon (MCM).

On October 25<sup>th</sup> of 2009, 167 people were simultaneously massaged at 11:45 a.m., just as they finished participating in the 34<sup>th</sup> annual Marine Corps Marathon. The company set up a sea of tables at the marathon's Finish Festival in Rosslyn, Virginia, and collected hundreds of massage therapists from all over the area for the event. The previous world record for the most people being massaged at the same time was 154, set in London, England in 2007.

"We're thrilled that Massage Envy now officially holds the new world record," said Regional Developer Eric Barton. He added that, "massage is becoming more and more popular as a way to not only relax, but improve health by lowering blood pressure and boosting the immune system. We're happy to have given that to the race participants, and we're happy to share this world-wide honor with the local community."

"The Marine Corps Marathon is a world class event so it only makes sense that it would host the world record effort by Massage Envy," said Rick Nealis, MCM Director. "Massage Envy has done an amazing job over the past several years providing massage recovery service to thousands of MCM runners in the Finish Festival."

Massage Envy has teamed up with the Marine Corps Marathon for the past three years, providing massages for runners as they complete the race. This was the first year they attempted to break the record. All massage therapists participating in the event were licensed and had been instructed to follow a basic protocol for each 15-minute therapeutic massage.

**About Massage Envy:** Massage Envy is the largest provider and franchisor of therapeutic massage and spa services in the United States. With 609 clinics in 42 states, they employ over 14,000 therapists and are dedicated to providing professional and affordable therapeutic massage services to clients nationwide. In the greater Baltimore/Washington, DC area, there are 19 Massage Envy clinics, with approximately 27,100 members. For more information, please visit [www.massageenvy.com](http://www.massageenvy.com).

**About the Marine Corps Marathon:** Voted "Best Marathon for Families," the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Currently ranked as the fifth largest marathon in the United States and ninth in the world, "The People's Marathon" boasts a course featuring the iconic landmarks of Washington, DC and Arlington, Virginia. The 35th MCM will be held on October 31, 2010. Online registration opens April 7, 2010 at [www.marinemarathon.com](http://www.marinemarathon.com). No federal or Marine Corps endorsement applied.

**About Guinness World Records:** Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 25 languages and is one of the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe. The Guinness World Records website ([www.guinnessworldrecords.com](http://www.guinnessworldrecords.com)) receives more than 11 million visitors a year. Guinness World Records is part of the Jim Pattison Group, one of Canada's largest privately owned companies, which is a conglomerate of interests, including advertising, broadcasting, grocery stores and automotive retailing.