

NEWS RELEASE
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Whitney Lowe, LMT Receives the Performance Health / Massage Therapy Foundation 2015 Humanitarian Award

Akron, Ohio – August 28, 2015 – Whitney Lowe, LMT was presented the 2015 Performance Health / Massage Therapy Foundation Humanitarian Award at this year's American Massage Therapy Association (AMTA) National Convention held in Pittsburgh, PA in August.

Performance Health, manufacturer and marketer of Biofreeze®, Bon Vital®, Thera°Pearl®, Proassage®, TheraBand™ and Cramer® health and wellness products, annually partners with the Massage Therapy Foundation to present this award. Whitney Lowe was honored for his efforts in embracing the power of massage and the mission of the Massage Therapy Foundation to promote education and research while serving others. Marshall Dahneke, Chief Executive Officer, Performance Health, had the pleasure of presenting the award to Mr. Lowe.

"This is our seventh year honoring the Performance Health / Massage Therapy Foundation Humanitarian Award winner and we look forward to many years to come. I am grateful to the Foundation for their work supporting and elevating the massage profession through research, education and community service, and for partnering with Performance Health to jointly honor individuals that give so much to others," stated Mr. Dahneke. "This is truly a blessed profession because of the service-minded people it attracts. And Whitney Lowe is another 'poster child' of generosity, commitment and leadership.

"Every one of us believes in the power of touch and its ability to bring relief and healing to the human body," continued Mr. Dahneke. "The power to touch the mind, harnessing the collective capability of many therapists, has an even greater and enduring impact. Combine that with the power to touch the heart, to create a depth of passion for good and you've described Whitney; a master of touch, a man who touches the future simply because of what and how and who he teaches."

Following nine years of post-secondary education, Mr. Lowe authored or contributed to nine foundational books on massage therapy. He has served on numerous advisory and editorial boards and task forces, supporting the advancement of research and promoting improved education across this profession. In addition to the many scholarly books, Mr. Lowe is routinely featured as an author in several professional journals and magazines.

"The Massage Therapy Foundation is pleased to award Whitney Lowe this 2015 Humanitarian Award. He has supported the Foundation in so many ways, with the most recent as an editor for *the International Journal of Therapeutic Massage and Bodywork*," added Jerrilyn Cambron, LMT, DC, MPH, PhD, Massage Therapy Foundation President. "Thank you, Whitney, for sharing your knowledge, your kindness and your generosity with the massage therapy profession."

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Upon receiving the award, Mr. Lowe said, "It is a wonderful honor to be recognized by the Massage Therapy Foundation and Performance Health. The massage therapy profession attracts a tremendous number of incredibly dedicated and generous individuals, so I am very grateful to be recognized among them. I am incredibly fortunate to have outstanding work relationships with so many of these individuals over the years and look forward to many more in the future."

In addition to honoring Mr. Lowe at the AMTA Convention, Performance Health donated \$2,500 to the Massage Therapy Foundation in his name.

About [The Massage Therapy Foundation](#)

The Massage Therapy Foundation is a 501(c)3 public charity, with a mission to advance the knowledge and practice of massage by supporting scientific research, education and community service.

About [Performance Health](#)

Headquartered in Akron, Ohio, Performance Health is a leading designer, manufacturer and marketer of branded rehabilitation and wellness products sold into a variety of U.S. clinical markets, leading national retailers and in over one hundred countries through a multi-national network of distribution partners. The Company's product offering includes an innovative line of market-leading topical analgesics, professional massage products and a broad range of rehabilitation and wellness products. Performance Health markets its diverse product offering under the well-known and highly recognized TheraBand®, Biofreeze®, Cramer®, Bon Vital®, Thera°Pearl® and Perform® brand names.

Image description – Left to Right - Jerrilyn Cambron, Massage Therapy Foundation President; Lynda Solien Wolfe, Vice President, Massage & Spa, Performance Health; Whitney Lowe, 2015 Humanitarian Award winner; Marshall Dahneke, Chief Executive Officer, Performance Health

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