



**NEWS RELEASE**  
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**Andrew Biel Receives the Massage Therapy Foundation /  
Performance Health 2011 Humanitarian Award**

**Akron, Ohio – November 1, 2011** – Mr. Andrew Biel, LMT, was presented the Massage Therapy Foundation / Performance Health 2011 Humanitarian Award at this year's American Massage Therapy Association (AMTA) convention held in Portland, Oregon.

Performance Health manufacturer and marketer of Biofreeze®, Prossage® and Thera-Band® health and wellness products, sponsors the award. Mr. Biel was selected by the Massage Therapy Foundation for his dedication to advancing the massage profession.

Since becoming a Licensed Massage Practitioner in 1992, Mr. Biel has served on the faculties of Boulder College of Massage Therapy and Seattle Massage School, and taught Cadaver Studies for Bodyworkers at Bastyr Naturopathic University. In 1997, he wrote and published the acclaimed *Trail Guide to the Body*, which is being used in more than 1,700 bodywork schools in 38 countries. Mr. Biel is president and owner of Books of Discovery, a publisher of educational tools for the bodywork fields. The company supports several non-profit organizations including the Massage Therapy Foundation, the Nature Conservancy and the Alliance for Massage Therapy Education.

Mr. Biel was honored for his efforts in influencing the development of evidenced-based research showcasing massage, disseminating the research to shape and lift the profession, and applying the research to the neediest in communities around the world.

“A humanitarian is someone who gives from the heart. This motivation, this good intention manifests itself in many ways and ultimately, it determines the life we live and who we become,” stated Marshall Dahneke, President and CEO of Performance Health. “Drew’s ability to give passionately and freely from the heart motivates him to make things happen that benefit

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Page 2

others. He believes that if it doesn't make someone's life better, it's not just worth doing. I'm grateful for the opportunity to honor Drew and thank him for his contributions."

In addition to providing Mr. Biel with an exquisite award plaque, Performance Health donated \$2,500 to the Massage Therapy Foundation in his name.

Ruth Werner, President of the Massage Therapy Foundation stated, "Drew fully embraces the mission of the Massage Therapy Foundation. He is one the earliest, most consistent and most generous supporters, donating time, energy and leadership. All of this in addition to significant funding, having surpassed \$150,000 in donations. These dollars are used in research, education and community service to allow the healing power of enable-massage to heal-touch more people and strengthen more communities."

#### **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. [www.massagetherapyfoundation.org](http://www.massagetherapyfoundation.org).

#### **About Performance Health**

Featuring leading brands like Thera-Band®, Biofreeze® and Pedigenix™, Performance Health offers a broad portfolio of products for the therapy, rehabilitation and wellness markets. In addition to market-leading products, Performance Health provides evidence-based protocols, education and pain management solutions. [www.thera-band.com](http://www.thera-band.com) [www.biofreeze.com](http://www.biofreeze.com), [www.pedigenix.com](http://www.pedigenix.com), [www.thera-bandacademy.com](http://www.thera-bandacademy.com)

#### **About Books of Discovery**

Books of Discovery is the publisher of the acclaimed *Trail Guide to the Body*. The company specializes in user-friendly, reasonably-priced musculoskeletal and palpation educational tools for the bodywork fields.

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