

**Global Wellness Institute Initiative:
“Global Massage Makes Me Happy Day”
March 20th**

MIAMI -. “Massage Makes Me Happy,” a Global Wellness Institute Initiative launched in 2018 with the mission of spreading awareness about the positive impacts of touch therapies to consumers and medical, spa, and wellness professionals will celebrate **Global Massage Makes Me Happy Day** on March 20, 2021.

Our theme for 2021 is Massage Makes Me Happy and Healthy and we will celebrate this day with a Zoom event from noon till 1 pm EST. Dr. Tiffany Field, Ph.D., Director/Founder of the Touch Research Institute (TRI) from the University of Miami, will headline this event to discuss keeping your clients and staff safe during the pandemic. Other topics will include current trends in massage and self-care.

For more information regarding how to join the event, visit the Massage Makes Me Happy website: <https://www.massagemakesmehappy.com/zoom-event/>.

We encourage practitioners, businesses, and massage recipients to celebrate the day. Learn more at <http://globalwellnessinstitute.org/massage-makes-me-happy-initiative>. If you are interested in getting involved or holding an event, we have created a toolkit to help you:

<https://globalwellnessinstitute.org/initiatives/massage-makes-me-happy-initiative/massage-make-s-me-happy-resources/> or contact Cherie@Sohnen-Moe.com.

Dr. Field is the pioneer of touch therapy research and founded TRI in 1992. To date, TRI has completed over 100 studies on touch and massage. She will share the research that supports why massage makes you happy and healthy. For more information on these studies, please visit www.miami.edu/touch-research and www.wellnessevidence.com.

We will also review the current massage trends, how practitioners and massage establishments are enhancing their safety protocols, so the consumers feel comfortable continuing to receive massage. We will also give demonstrations on self-massage to enhance wellbeing and combat touch deprivation. This is going to be a fun-filled, information-packed event, according to organizers.

Initiative chair Lynda Solien-Wolfe is a renowned innovator, networker, and 25-year veteran in the massage, spa, and wellness industries. “I have been a committed receiver of massage therapy for over 30 years and can personally attest that massage makes me healthier and feel happier. This movement and the official Global Massage Makes Me Happy Day will be a great celebration of the happiness that massage brings to millions of people throughout the year and the globe,” says Solien-Wolfe.

Susie Ellis, Global Wellness Institute Chairman, and CEO added, “The Global Wellness Institute supports a variety of industry initiatives, furthering the international conversation about wellness in its many and varied forms. I am especially delighted that this GWI initiative is gaining momentum as it promises

to provide so many benefits. Massage therapy truly does support individual happiness and this initiative will go a long way in spreading the understanding of the power of touch.”

Also serving as initiative members are: Heather Zdan, Cherie Sohnen-Moe, Karen Short, Allan Share, Melissa Mazzola, Brian Paris, Kim Collier, and Dr. Tiffany Field. In addition, a special thank you to the Massage Makes Me Happy Initiative Cornerstone partners: Universal Companies, Scrip Companies, Earthlite, MASSAGE Magazine, and Pura Wellness Labs.

Please tell us why massage makes you happy and healthy by sharing your stories, photos, and videos on our Facebook page:

<https://www.facebook.com/Global-Massage-Makes-Me-Happy-Day-132746577465998>

About The Global Wellness Institute

The Global Wellness Institute, a non-profit organization with a mission to empower wellness worldwide by educating public and private sectors about preventive health and wellness, provides a global platform to support and bodywork. The MASSAGE MAKES ME HAPPY Initiative as it aims to celebrate the healing powers of massage therapy and promote its benefits through research and education, advocacy and global awareness.

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