



Cortiva Institute Launches a National Campaign to Educate the Public

Cortiva Institute launches the release of “The Massage Therapy Little Book,” an educational tool to help potential students identify quality massage therapy schools.

Hoboken, NJ, July 28, 2007 --(PR.com)-- In a drive to educate consumers, Cortiva Institute (www.cortiva.com) launches the release of “The Massage Therapy Little Book,” an educational tool to help potential students identify quality massage therapy schools and make key decisions about where to invest in their education.

Described as a guide “to help you find the right massage therapy school,” the booklet will be distributed nationally in *Massage Magazine* in August 2007 at 200 retail stores throughout the healing arts/lifestyle marketplace and at each of Cortiva Institute school. Starting on July 27, 2007, students and the public are able to download a free electronic copy of the book at <http://www.cortiva.com/littlebook/>

To assist with the decision on which school to attend, the Little Book guides readers through several critical points that should be taken into consideration before enrolling in any massage therapy program. Fernando Lopez, Cortiva Institute's Marketing Director promotes asking a lot of questions such as “How long has a school been in business; is it accredited; what do students and graduates say about the school? Does the school help you find work after you graduate?” Mr. Lopez encourages you to challenge the school's admissions representatives with a lot of questions.

The availability of massage classes has exploded in recent years and it is projected to be a \$6 to \$11 billion industry, according to a survey released in 2006 by the American Massage Therapy Association. With that growth, many trade and vocational schools have added massage therapy to their menu of program offerings. The “Little Book” outlines how to assess whether a school provides the right fit for the student.

In simple, clear language, the booklet offers the following seven important points of discussion for the reader's consideration: what is the faculty's level of expertise; what is the passing rate for the licensing exam; is career assistance available for graduates; is it licensed by the state in which it operates; what are the school's accreditations; what's actually in the curriculum; and what are the school's professional affiliations?

The "Little Book" also urges students to choose schools that keep current with advances in the field, and identifies diverse job opportunities that exist for educated, well prepared massage therapists after graduation.

Jan Schwartz, Cortiva's Vice President of Education explains, “In cooperation with *Massage Magazine*, we're releasing the Little Book to raise public awareness about the importance of accreditation, faculty preparedness, curriculum depth, and standards of professionalism in the training of body work therapists. Now people who are researching massage therapy schools can get some basic questions answered -without pressure.”



For more information about Cortiva Institute and its community of schools, please visit <http://www.cortiva.com>.

About Cortiva Institute:

Cortiva is an education company that believes in a new kind of professionalism - one that prepares its students to be progressive health and wellness professionals who are active and dynamic therapists practicing competent, compassionate and humane bodywork. Cortiva focuses on technique, anatomy and physiology, hands-on-practice, clinic experience and integrates ethics into the foundation of its programs to provide a quality educational experience. Cortiva's growing list of locations includes schools in Massachusetts, New Jersey, Pennsylvania, Florida, Illinois, Arizona, Colorado, and Washington.

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