



Massaging for a Cure — Cortiva Institute Donated All Proceeds from Full Day of Massage to Benefit American Cancer Society

Wall Township, NJ, February 23, 2008 --(PR.com)-- On Saturday, March 15th, 2008 Cortiva Institute's Wall Township Clinic is offering one hour relaxation massages to the public specifically to raise money for the American Cancer Society.

Appointments are available between 9am and 5pm on March 15th at Cortiva Institute - Somerset School of Massage Therapy, 1985 Highway 34 in Wall Township, New Jersey. A donation of \$35.00 for each massage session is payable by cash, or by check made out to the American Cancer Society. Cortiva is collaborating with Hand in Hand Massage Network, a professional services networking group that serves students and graduates of New Jersey area massage schools, to organize the event.

Cortiva Institute's Director of Career Services Kelly Karol notes, "Our goal is to raise \$4,200.00 for the American Cancer Society in one day! If we fill all the available appointment slots, we'll certainly meet that goal. Plus we'll offer the participants hour-long massages at an incredible price." She adds, "This is Cortiva's first massage event fundraiser in New Jersey. It gives our students an exciting opportunity to earn externship hours and give back to the community simultaneously."

Co-organizer Hand in Hand Massage Network brings students from Cortiva Institute and other schools together with professional body workers to network and share ideas about the healthful benefits of massage. Ms. Karol says, "Hand in Hand has been involved with the American Cancer Society's Relay for Life events, so it was a natural fit for us to work together to create the Massaging for a Cure program."

Available appointment times for the March 15th event are 9am, 10:15am, 11:30am, 1pm, 2:15pm and 3:30pm. To schedule an appointment, call Cortiva Institute - Somerset School of Massage Therapy at (732) 282-0100. Donations of over \$35.00 are welcome, and no credit cards are accepted at the event.

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For more information about Cortiva Institute and its national community of schools, please visit cortiva.com.

About Cortiva Institute: Cortiva is an education company that believes in a new kind of professionalism - one that brings a progressive health and wellness professionals to the world; active dynamic individuals that are involved, competent and compassionate. Cortiva's growing list of locations includes New Jersey, Pennsylvania, Florida, Illinois, Washington, Arizona and Massachusetts.

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