MASSAGE IS FOR EVERYBody

JULY 19–25, 2026

Massage Is for EveryBody is a year-round celebration of healing, inclusion, and human connection. Rooted in compassion, the campaign honors the benefits of massage—and the dedicated professionals who deliver it.

Each year, Massage Is for EveryBody Week amplifies this mission as practitioners reach out to underserved communities with generosity and purpose. It's more than a campaign—it's a movement for truly inclusive wellness. Here is how your staff and practitioners can participate.

Get Involved

CLINIC IDEAS

- Promote free/ discounted services to a certain demographic (eg., educators, first responders, nurses).
- Connect with local agencies and non-profits to gift massage to their clients.
- Host a clinic fundraiser—offer discounts or add-ons for canned food donations, or donate a portion of each session to a nonprofit.

PRACTITIONER IDEAS

- Have your MTs be part of the planning process for your location's Massage Is for EveryBody event: from marketing to promotion to implementation.

STAFF IDEAS

- Join forces and give back to the community. Let your good work inspire the entire team.
- Consider how philanthropy fits into your clinic's culture. Use your Massage Week resources and the 5 Guiding Principles to help.

5 GUIDING PRINCIPLES

- Serve as advocates for physical and emotional benefits of massage/bodywork.
- Honor the healing role practitioners play in our communities.
- Bring massage/ bodywork to the underserved.
- Build trust by upholding professionalism, ethics, and standards.
- Spread awareness of massage/bodywork career options.

Send your Massage Is for EveryBody Week story and photos to DifferentStrokes@abmp.com

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