

## **FOR IMMEDIATE RELEASE:**

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### **ARBOR INSTITUTE OF MASSAGE, A KNOXVILLE BASED MASSAGE THERAPY SCHOOL, IS A PIONEER IN THE FIELD OF MASSAGE THERAPY OPENING IN KNOXVILLE, TN**

On March 15, 2010, Arbor Institute of Massage will open its doors to its first class. Arbor Institute offers a 638 hour Clinical Massage Therapy Diploma training program authorized by the Tennessee Higher Education Commission and Approved by the Tennessee Board of Massage Licensure. The President and Founder, Ed Bolden is dedicated to bringing Clinical Massage Therapy into mainstream healthcare by training and graduating professional massage therapists with the highest degree of academic excellence. It is this passion to improve the human condition that compels Arbor Institute to improve the lives of our students, clients, and employees by making the world a better place to co-exist. Bolden's prime directive for the institute is four-fold: 1) to educate the public regarding the benefits of massage therapy through community service and outreach education; 2) to educate other allied health professionals, such as, Physicians, Chiropractors, and Physical Therapists regarding the benefits of massage therapy as an emergent health profession; 3) to produce graduates who exceed the expectation of the public and other healthcare professionals and who surpass the national standards established by the massage and bodywork industry; and 4) to nurture in each student the importance of leaving a positive energetic footprint in the lives of others. Notable the program is somewhat longer than most programs in Tennessee, however, Bolden says, "We consistently want to remain focused on the quality of the education that you receive and not how quickly you can complete the program. We don't believe in cutting corners with "accelerated" or "hurried" programs, having found that graduates from these programs rarely realize the full benefits that a proper massage education should offer.

Arbor Institute offers more than clinical massage therapy training. We offer a comprehensive support network including tutoring, counseling, and career services. If you are interested in pursuing a career in the field of Massage Therapy, call Arbor Institute and schedule a tour of their facility, located at 6500 Papermill Drive, Suite 102 in Knoxville, Tennessee.

A September 2002 press release from the NCTMB says that their organization has seen a 25% rise in certification of Massage Therapists yearly since 1996 and is one of the fastest growing professions nationally. Arbor Institute is geared toward teaching healing through massage and introductions to other alternative modalities. The graduating students will leave prepared to be licensed in Tennessee and eligible to sit for the National Certification of Therapeutic Body Workers examination for licensing. As part of the training our school will offer a student massage clinics to local residents at minimal cost from students under the supervision of a licensed instructor.

**For more information contact the school via e-mail at [info@aim-knoxville.com](mailto:info@aim-knoxville.com) or by telephone at 865-450-3330 ■ [www.AIM-Knoxville.com](http://www.AIM-Knoxville.com)**

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