



FOR IMMEDIATE RELEASE

BCL Massage Envy Scholarship Winners Aspire to Change Lives through Careers in Therapeutic Touch

San Diego, Cali. (May 9, 2016)—Six beauty and wellness students are one step closer to achieving their career dreams courtesy of a scholarship focused exclusively on massage therapy. Generously funded by Massage Envy and administered by the *Beauty Changes Lives* Foundation, the BCL Massage Envy Scholarship awards six \$1,500 tuition scholarships to students enrolled in a massage therapy program at a qualified school. In addition, each winner's school receives a \$500 grant to invest in its educational program.

Winners were selected by a panel of leaders representing the massage therapy and integrative health sector. Each applicant created an inspiration board expressing their passion for a career in therapeutic touch and submitted an essay sharing how attending massage therapy school will change their life.

Recipients of the Spring 2016 *Beauty Changes Lives* Massage Envy scholarship and their respective schools are as follows: *Nichele Allen, Finger Lakes School of Massage, Mt. Kisco, NY; Tyra Ciacelli, Douglas J. Aveda Institute, Ann Arbor, Mich.; Madison Cook, Bellus Academy, Manhattan, Kan.; Emily Dziedzic, Spa Tech Institute, Westbrook, Maine; Nathaniel Webber, Spa Tech Institute, Ipswich Mass.* and Allyson Boyington, Spa Tech Institute, Ipswich, Mass.

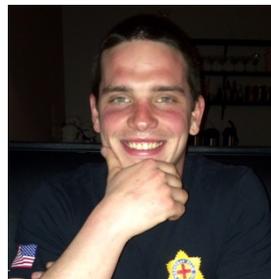
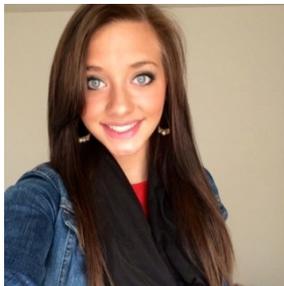
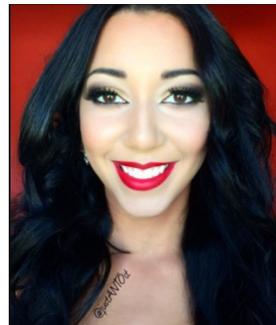
Winners' aspirations reflect the role massage therapy plays in an integrative approach to wellness. As a personal trainer and yoga instructor, Nichele Allen is looking forward to expanding her practice in the fitness field by integrating the stress reducing benefits of massage therapy. Tyra Ciacelli noted the holistic and healing nature of massage therapy, writing in her application essay, "I look at life in a holistic approach and massage therapy aligns well with an ideology that considers healing mind, body and soul."

Debbie Gonzalez, chief brand officer at Massage Envy, said the company's support of massage therapy scholarships underscores data showing massage therapy is a growing sector of the

economy – in fact people seeking massage therapy has tripled in the past decade. “. . . From the beginning we’ve believed that massage shouldn’t just be a luxury or special occasion treat but rather a part of a body care maintenance routine. As we’ve grown to 1.65 million members, we continue to make it a priority to support the industry and the careers of future massage therapists.”

Lynelle Lynch, president of the *Beauty Changes Lives* Foundation, said that massage programs complement other beauty and wellness careers. “The power of touch is integral to the beauty industry, whether it’s an esthetician performing a facial, a hairstylist offering a scalp massage or a nail professional integrating reflexology into a manicure. Schools are seeing more students interested in dual licensure as demand for massage therapy grows.” Lynch said.

Since its inception in 2012, the *Beauty Changes Lives* Foundation has raised more than three million dollars in scholarships to help individuals pursue careers in beauty and wellness. More information about *Beauty Changes Lives* scholarships is available at www.beautychangeslives.org/scholarships.



Top row, left to right: Nichele Allen, Allyson Boyington, Tyra Ciacelli

Bottom row, left to right: Madison Cook, Emily Dziedzic, Nathaniel Webber

About the Beauty Changes Lives Foundation *With a mission to elevate, educate and empower, Beauty Changes Lives is uniting the industry and building awareness of the extraordinary career opportunities in the beauty, wellness and massage therapy industries. Learn more at www.beautychangeslives.org or find us on [Facebook](#).*

About Massage Envy

Massage Envy, based in Scottsdale, Arizona, is a national franchisor, and through its franchise locations, is the leading provider of therapeutic massage and skincare services. With its membership model, Massage Envy believes total body care is an integral part of everyone's well-being journey. The Massage Envy franchise system is, collectively, the largest employer of massage therapists and estheticians, with more than 25,000 dedicated professionals that provide best-in-class service to over 1.65 million members. Founded in 2002, Massage Envy has more than 1,100 franchise locations in 49 states that have together delivered more than 100 million massages and facials. The company was recently ranked No. 1 Best Franchise with an initial investment of \$500,001 and up by Forbes. For more information, visit www.MassageEnvy.com, or follow us on Twitter [@MassageEnvy](#) and Facebook www.facebook.com/MassageEnvy.

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