

# Bring the world record home!



## Massage therapists needed at the Marine Marathon to break the Guinness Record

When: October 25, 2009  
Time: 7:45 a.m. to 1 p.m.  
Where: Rosslyn Metro Station, Fort Myer Drive Exit,  
Arlington VA, inside finish festival

35,000 runners will enter the grueling Marine Corp Marathon on Oct. 25. As we know, the best reward for this accomplishment is a relaxing massage. This year, you can provide relief to these runners and earn a Guinness World Record for "The Most People Being Massaged" in the process.

Many wounded troops and their families will participate in the marathon, and massage therapists will be there to provide our support. To demonstrate pride and support to the troops, we will bring the Guinness World record back to the United States. Currently the record is held in the United Kingdom.

Rarely in a person's lifetime is there an opportunity to become a Guinness World Record holder. The Marine Corp Marathon is a perfect opportunity to give back to the community and bring the record home!

Massage Envy is coordinating the event and we are looking for massage therapists and students who wish to participate. Interested volunteers will be requested to assist by providing a basic effleurage, petrissage, and tapotement stroke to the lower extremities in 8-12 minutes intervals. The day will be long but very rewarding. Distribution of business cards is encouraged. Massage Envy will provide necessary supplies such as lotion, gel, crème, and tables.

The current record for most people simultaneously massaged is 154, set at Potters Fields Park in London, UK, on October 21, 2007. All participants were massaged by qualified practitioners to celebrate the launch of a new range of treats offered by Nectar (UK). We will bring the record home with 220 people being massaged.

Volunteers will receive gifts such as T-shirts and sponsor paraphernalia. Food and beer will be provided for volunteers also. Feedback from therapists who have participated in similar events suggests that on average a therapist will walk away with 10-30 new clients by participating.

If you are interested in participating, please RSVP via [http://www.active.com/framed/event\\_detail.cfm?event\\_id=1768498](http://www.active.com/framed/event_detail.cfm?event_id=1768498). We need to have an approximate count for gifts, food and Guinness World Record Holder Certificates.



### Therapist Volunteers Receive:

- A certificate for breaking the Guinness World Record
- Advertising and exposure to 35,000 runners
- Networking with local therapists
- Free promotional gifts, including T-Shirts, food and beer
- The opportunity to increase the visibility of massage in the community
- Post-event press coverage



Interested Parties please contact:  
Charles Fisher  
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Marine Corp Marathon  
<http://www.marinemarathon.com/>