

For immediate release

October 2003

AT PEACE® MEDIA
(producers of the award-winning Esalen® Massage Video and DVD)

*Introduces NEW bodywork instructional videos
 for both consumers and pros in the*
Massage Master Class Series™

Instructional massage and bodywork videos abound, yet finding a video that offers easy-to-learn yet truly useful instruction can be tough to find. The intent of At Peace® Media's **Massage Master Class Series** of instructional videos is to bring the world's leading massage and bodywork instructors right into your home or studio. These professionals guide you with step-by-step, detailed, up-close video footage, expert voice narration, helpful recaps, and answers to frequently asked questions. These videos are designed to **expand your horizons and increase your confidence** with tips and techniques on a wide array of massage modalities with knowledgeable massage and bodywork pros who have practiced their art on thousands of clients.

The Massage Master Class Series™ includes five massage and bodywork videos including two NEW videos introduced in October 2003:

Reflexology, Volume 1, The Feet with Rhonda Funes
Reflexology, Volume 2, Hands & Ears with Rhonda Funes **NEW**
Head, Neck & Shoulder Massage with Sherry Galloway **NEW**
Chair Massage with Connie Scholl
Healing (Barefoot Massage) with Kate McBride

- Visit www.atpeacemedia.com for information on other videos in the series, including the award-winning **Esalen® Massage** Video and DVD.
- Contact Jan Liverance, jan@atpeacemedia.com for review copies of these videos, high-res photos and more information for editorial review.
- Contact Sherry Donovan, sherry@atpeacemedia.com for sales/pricing information. Q and A interviews with all of the professionals featured in these videos are available on the At Peace Media website at:
www.atpeacemedia.com/pages/newsINDEXprofiles.html

.....
REFLEXOLOGY:

Reflexology combines art and science to help the body by applying pressure to specific points on the feet to positively influence corresponding parts of the body. Each year, more and more consumers and healthcare practitioners are embracing reflexology as a valuable healing process and tried and true method of relaxation and stress-relief. This much needed tool of touch accesses the energy flow within the body through "pressure sensors", thereby stimulating or relaxing to **aid health and stress-relief, prevent disease, reduce pain and improve the quality of life.** Both of the Reflexology videos in the Massage Master Class Series are taught by master reflexologist and long-time teacher, Rhonda Funes, whose teaching style truly makes reflexology accessible and possible for either a rank beginner or an experienced bodywork pro.

REFLEXOLOGY, Volume 1, The Feet

with Rhonda Funes

Run time: 50 minutes

List price: \$39.95

What You'll Learn >>

Whether you are a beginner or experienced massage therapist, you can become more knowledgeable and confident about the nerve-rich areas of the feet. Rhonda Funes has been practicing and teaching reflexology for 15 years. In this video, she demonstrates basic and advanced reflexology techniques that anyone can use. Her mission is simple – to help you achieve maximum results from correct and easily applied reflexology techniques. This video includes the following:

- **Foot to body reflex correspondences**
- **Specific thumb and finger articulations including the inchworm, c-hook, apostrophe and thumb walk**
- **Conducting a client “intake evaluation” or soliciting feedback to help assess different reflex area to better address chronic or immediate conditions including headaches, sciatic and back pain, stomachaches and pregnancy**
- **When, where and how to apply light vs. deep pressure**
- **How to sequence your reflexology session and handle transitions between the feet**
- **Recaps and reviews of key points and how to incorporate reflexology techniques into your massage practice**

REFLEXOLOGY, Volume 2, Hands and Ears

with Rhonda Funes

Run time: 50 minutes

List price: 39.95

What You'll Learn >>

This video provides demonstrations of effective articulation techniques to help you become more knowledgeable and confident. Experienced reflexologist Rhonda Funes provides a skillful voice narration and personally demonstrates **basic and advanced reflexology techniques that anyone can use.** Her mission is simple – to help you achieve maximum results from correct and easily applied reflexology techniques. A useful Q and A informs and instructs you about using reflexology to:

- **alleviate headaches**
- **cope with sleep problems**
- **reduce lower back pain**
- **release jaw tension and**
- **relieve stress.**

About Rhonda Funes >>

Become confident and knowledgeable about the nerve-rich areas of the hands, ears and feet with modern master reflexologist **Rhonda Funes.** A graduate of the American Academy of Reflexology, Rhonda is the current Education chair of the Reflexology Association of California and one of the leading reflexologists in Beverly Hills, California. She has held teaching positions at Emperor's College of Traditional Oriental Medicine and Samra University.

.....

HEAD, NECK & SHOULDER MASSAGE:

with Sherry Galloway

Run time: 40 minutes

List price: 29.95

What You'll Learn >>

This video presents **a unique combination of Swedish and sports massage in the head, neck and shoulder area** and how to sequence and integrate it into a full body massage. Combining anatomy, joint movement and technical massage, Sherry teaches you both basic and advanced techniques including how to:

- fully approach the anterior and posterior aspects of the shoulder
- assess and maintain shoulder function
- increase neck motility and flexibility
- use long, Swedish strokes combined with therapeutic detail work to keep the body injury-free
- identify and get rid of trigger points in the muscles to alleviate headaches
- use your body weight to enhance thumb work
- apply pressure point squeezing to relieve tension
- monitor your client's comfort level throughout the massage
- gently integrate rocking and stretching into the massage

About Sherry Sanders Galloway >>

Sherry Sanders Galloway is a nationally certified massage therapist, a certified member of the AMTA and a registered nurse (R.N.) A long-time member of the acclaimed Esalen® massage crew at the Esalen Institute in Big Sur, CA, Sherry has taught Esalen style massage for the California AMTA chapter and she has extensive experience teaching sports massage. A R.N. for more than 20 years, she has worked closely with people suffering from medical, physical and psychological trauma and has taught nurses and paramedics, as well as bodywork professionals. Her educational background includes course work and training at Los Angeles Harbor College, UCLA, California State University at Domingues Hills and the Esalen Institute.

.....

CHAIR MASSAGE:

with Connie Scholl

Run time: 40 minutes

List price: \$34.95

What You'll Learn >>

Chair massage is the fastest-growing segment of the massage industry. Why? Because you bring your practice into the workplace where most of the the potential clients are located. In this easy-to-use instructional video, Connie Scholl demonstrates how to provide professional seated chair massage for clients, and she also shares many important secrets she learned on the way to building her own successful corporate chair massage practice. If you've dreamed about it, you can do it too – watch Connie's technique demonstration, then listen as Connie tells you how to build your own chair massage practice.

About Connie Scholl >>

Connie earned her license in massage therapy and has created a thriving corporate chair massage practice over the past ten years. Starting with less than \$1000, but filled with self-confidence and technical expertise learned in massage school, Connie has grown her business slowly and steadily. Today, she and her professional staff bring seated chair massage to thousands of corporate employees in businesses in Fairfield County, CT through her company, Greenwich Muscular Therapy. Connie also conducts on-going infant massage clinics for new and expectant mothers.

.....

HEALING MASSAGE

with Kate McBride

Run time: 45 minutes

List price: 39.95

What You'll Learn >>

Healing Massage is a technique that uses the therapist's feet as massage tools, thereby taking the burden of work off the upper body and placing it on the lower body. The advantage is that these muscles are larger, stronger and have more endurance. Plus you have the added benefit of the weight of your upper body and gravity working together. Using these techniques, therapists can give a longer, more effective massage with less strain on their bodies.

About Kate McBride >>

Kate McBride is an award-winning writer who has studied esoteric massage techniques in the Philippines, India and Thailand. A massage practitioner since 1985, Kate graduated from the Energenesis Institute in Ojai, CA, where she learned deep connective tissue massage, the Alexander Technique and body-oriented psychotherapy. Many of Kate McBride's clients who have had long-term chronic pain problems have discovered these problems disappear after one session.

At Peace® Media, your source for music, video and natural bodycare products that enhance relaxation, health, wellness, stress-relief, meditation and healing.

**At Peace® Media LLC
1117 E. Putnam Ave., #345
Riverside, CT 06878**

800-575-7715

www.atpeacemedia.com

John Gelb, CEO john@atpeacemedia.com
Sherry Donovan, Sales Director sherry@atpeacemedia.com
Jan Liverance, Communications jan@atpeacemedia.com