



MEDIA RELEASE

Massage Therapy Association of Manitoba celebrates 50 years of strengthening the massage therapy profession

A variety of activities are planned to recognize the importance of registered massage therapy in healthcare and to celebrate healthcare professionals

For immediate release: Jan. 22, 2023 - This year marks the Massage Therapy Association of Manitoba (MTAM)'s 50th anniversary. To celebrate we have a variety of activities planned to highlight the important role registered massage therapy plays in our health and wellness routines, and the healthcare professionals who are committed to achieving powerful results for their clients.

“MTAM is thrilled to celebrate 50 years of championing massage therapy and MTAM’s professional healthcare members,” says Tricia Weidenbacher, MTAM Executive Director. “We consistently hear stories about how massage therapy helps clients get back to living healthy lives, and our profession is increasingly being acknowledged for its role as a vital part of a healthcare routine. We have exciting activities planned to celebrate this milestone anniversary and look forward to continuing to advocate for our profession and our members as we move towards regulation.”

“We have a lot to celebrate for our 50th anniversary,” says MTAM Board President Offer Kuban. “Our members are Registered Massage Therapists who are committed to using professional, evidence-informed care to help their clients with pain management, injury recovery, stress reduction and preventative care. MTAM’s professional development requirements follow national standards. We are committed to improving practice through ongoing research, and we work hard to create a supportive community. This means MTAM members are among the most competent RMTs in our province, and Manitobans can trust they’re receiving professional healthcare when they choose an MTAM member.”

Here’s some of what MTAM has planned to celebrate our 50th anniversary:

Recognizing how far we've come

In 2020, the Manitoba government acknowledged RMTs are a vital part of Manitoba's healthcare system by reclassifying RMTs registered through MTAM as Health Professionals, instead of Personal Service Businesses. This reclassification meant that RMTs were able to continue to deliver their vital services during pandemic lockdowns, thereby supporting Manitobans' health outcomes. This is a huge step on the road to regulation - and recognizes that registered massage therapy assists people of all ages to recover from a variety of ailments, injuries or illnesses, and supports a healthy lifestyle.

Making massage therapy more affordable

To make massage therapy more accessible to Manitobans, MTAM is working with the Canadian Massage Therapist Association (CMTA) to remove GST from massage therapy treatment fees. This would also ensure massage therapy is treated the same as other forms of regulated health services across Canada. Although massage therapy is not yet regulated in Manitoba, as members of the CMTA, MTAM members must meet the same standards of practice competence, ethics and quality of care.

Supporting our community

Massage therapists are committed to giving back to our communities. We are excited to be returning to volunteer at the CancerCare Challenge for Life in June, providing our massage therapy treatments to participants.

Helping you find an MTAM RMT

MTAM's new website will be coming later this year to ensure you can easily find a practitioner who will help meet your treatment needs. Search features will include the ability to select practitioners who provide service in preferred languages, utilize specific modalities, and/or can accommodate other accessibility needs. Find your Registered Massage Therapist at mtam.mb.ca

Sharing stories

Do you have a story about how massage therapy treatments have made a positive impact in your health and wellness? Share your story by emailing tweid@mtam.mb.ca.

Want to learn more? MTAM staff and RMTs are available to discuss:

- The evolution of the massage therapy profession during the past 50 years.
- MTAM's advocacy efforts to make registered massage therapy more accessible.
- How registered massage therapy is a vital part of your healthcare routine and can improve your life.
- How you can find a Registered Massage Therapist.

The Massage Therapy Association of Manitoba (MTAM) is the largest association representing professional massage therapists in Manitoba. We support, serve and advocate for over 1,200 members across the province.

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For interviews or more information:

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