



NEWS RELEASE
FOR IMMEDIATE RELEASE

CONTACT: Kim Simmons
The Hygenic Corporation
ksimmons@hygenic.com
330-634-2216

**Laurel J. Freeman, B.A., LMT, Receives the
Performance Health 2010 Humanitarian Award**

Award presented at the FSMTA Annual Convention

Akron, Ohio – July 20, 2010 – Laurel J. Freeman, B.A., LMT, was presented the Performance Health Humanitarian Award at this year's Florida State Massage Therapy Association Annual Convention. Performance Health / Hygenic Corporation, manufacturer and marketer of Biofreeze®, Prossage® and Thera-Band® health and wellness products, honors an individual annually in the massage therapy industry for their efforts in improving the welfare of their clients and demonstrating selfless devotion to others.

Bob Poirier, Vice President of Commercial Operations for Performance Health Inc., had the pleasure of presenting the award to Mrs. Freeman. "This year's honoree, Laurel Freeman, has been described as a tireless locomotive in a skirt. She is not only a LMT, but also an author, a community-service enthusiast, a wife, a mother, past chapter president and past national president of the AMTA."

"Unfortunately, it was a personal tragedy that inspired Laurel and her husband Howard to create the organization that has made a difference to so many," continued Mr. Poirier. "In 1981, their 12-year-old daughter Bonnie lost her fight to cancer. In support of Bonnie's wish that other children not suffer from cancer, the Freeman's founded STOP!® Children's Cancer, Inc., an organization committed to the prevention, control and cure of cancer in children. Since its founding, this organization has been responsible for contributions in excess of \$3.5 million dollars to fund pediatric cancer research. In April 2006, a donation of \$1,000,000 was made to establish the STOP!® Children's Cancer/Bonnie R. Freeman Professorship for Pediatric Oncology Research in honor of Bonnie. Performance Health is very pleased to be able to recognize Laurel for her efforts, and is thankful to the FSMTA for allowing us to present this award to her."

In addition to honoring Mrs. Freeman at the FSMTA convention, Performance Health will donate \$500 to STOP!® Children's Cancer, Inc.



News Release – Page 2

July 20, 2010

Upon receiving the award, Mrs. Freeman said, “I am in shock and still cannot believe that I was presented with this very prestigious FSMTA award! It is such an honor and Bob made it even more special with his eloquence and personal compassion. That is what I will always remember when I look back on that day. This is my twenty-first consecutive FSMTA convention. I come to the convention each year to network with friends I made in previous years and to meet new friends. These wonderful friendships connect us with this amazing profession. Having the opportunity to learn and share with each other is a gift we give ourselves. If we have not met, I look forward to meeting you, hearing what you have to share and connecting with you. Thank you, again for this amazing award and honor!”

STOP!® Children’s Cancer, Inc., is a local non-profit 501(c) (3) organization committed to the prevention, control and cure of cancer in children through funding of pediatric research. Since its founding in 1981 by the Freeman family, it has been locally managed and dedicated to raising funds for basic research, research scholars, and research equipment for the Divisions of Pediatric Hematology/ Oncology and Pediatric Neuro-Oncology at the University of Florida College of Medicine. www.stopchildrenscancer.org

The Florida State Massage Therapy Association (FSMTA), the oldest professional massage therapy association in the country, is the only association that works exclusively for massage therapists in Florida. Since its beginning, the FSMTA has been involved in the legislative process concerning the massage therapy profession. The FSMTA’s mission is “To unify the massage therapy profession while creating, representing and promoting standards of excellence in health care.” www.fsmta.org

Performance Health / Hygenic Corporation is a leading designer, manufacturer and marketer of a broad portfolio of products for the therapy, rehabilitation, massage, wellness and consumer retail markets. Maker of market-leading Thera-Band®, Biofreeze® and Perform® products, Performance Health / Hygenic Corporation provides evidence-based protocols, education, turn-key dispensing and pain management solutions. www.thera-bandacademy.com
www.biofreeze.com www.performpainrelief.com www.thera-band.com



BIOFREEZE
Thera-Band
Systems of Progressive Care

Performance Health
HEALTH & WELLNESS PRODUCTS

Performance Health

2010
HUMANITARIAN AWARD
PRESENTED TO
Laurel Freeman, LMT
FOR UNSELFISHLY HELPING OTHERS



*"What lies behind us and what lies
before us are tiny matters compared to
what lies within us"*
-Ralph Waldo Emerson

July 8, 2010

BIOFREEZE

PROSSAGE

