



Ah-Inspiring Massage Envy Debuts in Connecticut

The first Connecticut location of Massage Envy(R), a national network of membership massage clinics, is opening in Fairfield, bringing with it opportunities for additional franchises in select northeast locations.

For Immediate Release

FAIRFIELD, Conn./EWorldWire/March 13, 2007 --- Founded in 2002 in Scottsdale, Arizona, Massage Envy uses a membership-based approach to make professional massage therapy affordable and convenient for busy lifestyles. Members pay monthly dues which entitle them to a one-hour massage session, plus as many additional one-hour sessions as they like for a discounted price. Members can use their memberships at any Massage Envy location nationwide. Non-members are welcome to enjoy Massage Envy services as well.

Scheduled to open in mid-April, the Fairfield clinic is located in the Blackrock Shopping Center. Like all Massage Envy locations, the clinic will be open 88 hours a week: Monday through Friday from 8 a.m. to 10 p.m., Saturday from 8 a.m. to 6 p.m. and Sunday from 10 a.m. to 6 p.m. The clinic makes massage available more hours and charges less, so that more people can take advantage of their services.

The Fairfield clinic will offer introductory massages to first-time customers for \$39. Memberships will be available for \$59 a month, with unlimited additional massages at \$39 each. For information or to book your appointment, call (203) 333-ENVY (3689).

"We're so excited to be able to introduce such a great concept in health and wellness to the community," says Eugenia Tzoannopoulos, a partner in the Fairfield clinic. "I can state from personal experience that there's no better way to end a hectic day than with a relaxing massage."

In addition to being a partner in the ownership and operation of the Fairfield clinic, Tzoannopoulos - along with Dina Begetis and Efrosene Begetis - is a regional developer for Massage Envy clinics in Connecticut, Rhode Island and Westchester County, New York. The trio wants to make approximately 20 franchises available in Connecticut.

"Massage Envy franchises are a tremendous opportunity," states Tzoannopoulos. "The concept of taking massage out of the exclusive realm of expensive spas and resorts and making it available to people on an everyday basis has proven to be wildly popular. In less than five years, Massage Envy has gone from being an innovative concept to having more than 500 licenses awarded. There will be more than 300 clinics open nationwide by the end of this year."

Those interested in Massage Envy franchise opportunities in Connecticut, Rhode Island and Westchester County, New York can call (203) 249-1380 for more information.

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CONTACT:

Eugenia Tzoannopoulos
Massage Envy
2279 Black Rock Turnpike
Fairfield, CT 06824
PHONE. 203-249-1380
EMAIL: etzoannopoulos@massageenvy.com
<http://massageenvy.com>

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