



FLORIDA SPA ASSOCIATION
A Network of Florida Spa Professionals

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FOR IMMEDIATE RELEASE

FSA Supporting “Wellness for Cancer” Initiative *Press Release*

South Florida, 03/16/15 — The Florida Spa Association (FSA) announces collaboration with the Wellness for Cancer initiative as part of the association’s event on May 6th, 2015.

In times of high cancer rates and a surge of illnesses within our country, the FSA is honored and excited to announce its support of the nonprofit, training and certification platform “Wellness for Cancer” (<http://www.wellnessforcancer.com/>). This organization aims to educate spas and staff on how to treat clients who are experiencing cancer. The curriculum of the program is not only based on many people’s experiences with cancer but also on fielding the many questions from within the industry on how to work with clients who (have) suffer(ed) from cancer.

The FSA is eager on supporting this good cause and help spread the word about this wonderful initiative. As a consequence, Julie Bach, Founder and Executive Director of Wellness for Cancer, will be the keynote speaker at our event on May 6th, 2015 at SiSpa in Singer Island. Julie will talk about helping your community move from Cancer Distress to Cancer De-stress – and share valuable information about how spas can prepare to treat cancer patients.

We are looking forward to having Julie at our event and hope to encourage our members and attendees to participate in the “Wellness for Cancer” program. As almost everybody has his/her own history with cancer, it is time to create awareness and give back.

The Florida Spa Association was created in 2009 and spans the entire state of Florida. The association’s commitment to the support and development of the spa industry has been recognized by other national organizations and continues to grow. For more information on FSA memberships and events, please visit www.floridaspaassociation.com.