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## For Immediate Release...

### ENERGY RISING OPENS ITS DOORS TO VETERANS

Pittsfield, MA (October 9, 2011). We see it on the news every day. More soldiers are surviving enemy attacks due to body armor, advances in medicine, etc. While this is clearly a very positive phenomenon, the fallout is that we have sometimes very seriously injured veterans returning from service. These injuries are not only physical. Rates of Post-Traumatic Stress Disorder (PTSD) are on the rise.

As a full-time instructor of massage therapy for three years, I came to see that, surprisingly, there is a strong connection between an interest in bodywork and military vocations. It may be the physical aspect of the two professions. Or, it could be that as we age, the desire to fight is replaced by a need for inner peace. Regardless, I had a number of students whom had enlisted, and returned to civilian life; and now were seeking a career in the healing arts.

The transition did not appear that smooth for some of them. One student, in particular, was suffering from PTSD and would occasionally “blank out” during classes becoming detached and staring at the wall. He was actually an excellent student; he just had trouble concentrating. He would often show up with a couple of cans of energy drinks seemingly addicted to the adrenaline drenched life he had once led. Ultimately, he dropped out and found a job as a bodyguard, I believe, since he had the clearances and (gun) licenses necessary for that line of work already.

Massage therapists are uniquely suited to help with the problems that veterans are experiencing. The rehabilitation component of massage therapy, which involves retraining neuromuscular signals, is extremely important to veterans seeking to recover from injuries. LMT’s (Licensed Massage Therapists) can break up scar tissue to improve mobility and range of motion in joints. Therapists can also suggest strengthening and stretching sequences to improve posture and minimize pain. Massage is used (along with other therapies) to treat depression, anxiety and compulsive behaviors. It increases mental clarity and leads to a feeling of well-being through the release of neuro-endocrine chemicals.

For these reasons, Energy Rising Massage Therapy of North Street in Pittsfield, would like to offer free 20-minute chair massage sessions to all veterans on Friday, November 11<sup>th</sup>—Veteran’s Day. Please bring proof of veteran status to the appointment. Call ahead to book; a complimentary 5-minute consult will be offered prior to the session; Todd Fiorentino, Owner/LMT of Energy Rising, will see two clients per hour from 9:00-5:00; spaces are limited, call 732-595-6064 to book.

