



FOR IMMEDIATE RELEASE:
Media Contact: Kelly LaPrade Brown
480.980.1180
Kelly@H2PublicRelations.com

**“Greet the Day” Celebrates 10th Anniversary with San Diego Expansion,
Serves Local Cancer Community Through Oncology Massage Program**
Spa Gregorie’s Welcomes their Co-Founded Non-Profit to Region,
Partners with Moores Cancer Center to Extend Restorative Body Work Services

San Diego, CA (February 2013) – Since its inception in 1998, Southern California’s premier day spa, Spa Gregorie’s, has maintained a dedicated commitment to serve and comfort cancer patients. Spa Gregorie’s owner Angela Cortright has worked for nearly a decade to improve the quality of life for people affected by cancer through “Greet The Day”, a non-profit her company co-founded in 2003 at the flagship Newport Beach location. The organization provides education, oncology massage, and restorative bodywork for patients in need. In 2008 Spa Gregorie’s was recognized by the Women’s Cancer Research Foundation and was named “Humanitarian of the Year” for their work. Now in 2013 on the heels of its 10th Anniversary, “Greet the Day” expands beyond Orange County to encapsulate all of Southern California as they proudly extend healing touch and massage services to San Diego oncology patients.

The organization will be the first of its kind in the area and will offer in-patient infusion center massage at the Moores Cancer Center in La Jolla and in-house oncology massage at Spa Gregorie’s Del Mar location. Infusion offerings include Chemo Comfort Touch, complimentary hand and foot massage for chemotherapy patients. In conjunction with “Greet the Day”, Spa Gregorie’s is actively working to increase accreditation for massage therapists in the San Diego area and spread awareness to the benefits of healing touch massage. *“San Diego is a huge step for ‘Greet the Day’. The expansion of our organization to the Moores Cancer Center in our 10th year of service is an outstanding accomplishment. We definitely credit Spa Gregorie’s with making it happen and our ultimate goal is to further the certification of therapists in San Diego. In addition, with our new community volunteer training program, you don’t need to be a licensed massage therapist to help heal. The launch of this new program provides more opportunity for people to help oncology patients at Moores,”* says “Greet the Day” Executive Director Kim Mason.

Today, Spa Gregorie’s proudly boasts the largest roster of nationally accredited massage therapists, aestheticians, and nail technicians in the world with over 35 oncology certified team members in the Southern California region. As part of its menu of spa services, Spa Gregorie’s Del Mar offers oncology massage and facials, as well as other spa services customized to the needs of cancer patients. All accredited team members at Spa Gregorie’s have undergone postgraduate training for advanced education in oncology massage. The therapists service clients year-round by appointment.

The term oncology massage is used to delineate a specialized skill set applied toward massage for the person affected by cancer and cancer treatment, and includes people in active treatment, those in recovery or survivorship, as well as those at the end of life. Essential aspects of an oncology massage therapists’ skill set are an informed understanding of the side effects of cancer treatments such as medications, surgery, chemotherapy and radiation; and modifications to massage techniques in order to adapt for these side effects as well as for the disease. The effectiveness of massage therapy in alleviating the symptoms of a number of medical conditions has been demonstrated in on-going research and clinical studies. Studies have associated

massage therapy with substantive relief of symptoms in cancer patients, such as pain, anxiety, and relief from fatigue, constipation and nausea. Advanced training supports patient safety, which is essential when working with an oncology clientele.

“Cancer isn’t a scary word at Spa Gregorie’s – quite the contrary, it is a word that moves us into action. This is just one small step to help improve the quality of life for cancer patients both during treatment and after recovery. Our ultimate goal is to plant the seed for a nationwide movement for clinical certification in the practice,” says Cortright.

In the coming months Spa Gregorie’s plans to soon introduce the sought after “Spa Day Retreat” Initiated in 2003 in Orange County, the program is a half-day, nurturing and restorative program offered in-house at the spa for people nearing the completion of their cancer treatment. **To volunteer at Moores Cancer Center or to learn more about oncology accreditation please visit www.greettheday.org.**

About Spa Gregorie’s: Celebrating over a decade of success with locations in Newport Beach, Rancho Santa Margarita and Del Mar, Spa Gregorie’s transcends the traditional luxury spa experience with a unique blend of professional services designed to enhance the lives of each client. Spa Gregorie's was selected as the 2011 Spa Finder Reader’s Choice for “Favorite Day Spa” as well as named “Favorite Day Spa” by American Spa Magazine in their 2011 & 2009 Professional’s Choice Awards. The spa was bestowed with the Women's Cancer Research Foundation's 2008 Humanitarian Award and is a founding member of the Green Spa Network as well as winner of OC Metro’s 2011 “Green Team” award for excellence in green business practices. Reservations are recommended for spa services and can be made by calling Spa Gregorie's Newport Beach at 949.644.6672, Rancho Santa Margarita at 949.858.9455 or Del Mar at 858.481.6672. To visit the Spa online, go to www.spagregories.com. Spa Gregorie’s is open seven days a week; Monday from 11 a.m.-9 p.m., and Tuesday through Sunday from 9 a.m.-9 p.m.

#