

## Massage Addict Awarded the CFA Franchisee's Choice Award for the Fourth Consecutive Year

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Massage Addict, Canada's largest nationwide network of multi-disciplinary therapeutic clinics, has once again been awarded the Canadian Franchise Association's Franchisee's Choice award. This is the fourth consecutive year this growing health and wellness brand has awarded this industry distinction by its Franchisees.

The CFA Franchisees' Choice Award is a culmination of franchisee feedback, gathered in a voluntary, independently administered survey. This year, franchisees representing more than 66 CFA member franchise brands participated. Each franchise is rated by its Franchisees on key business model areas, including leadership, training and support, business planning and marketing, ongoing operations and the relationships between the franchisee and franchisor.

"The Franchisees' Choice Designation is so important to us because it is awarded by our Franchisee Partners, who took the time to participate in this survey" says Caroline Kolompar, President of Massage Addict. "We believe the Franchisee's Choice Award, and the amazing four year run our franchisees have bestowed on us, truly represents the enduring confidence, and trust we have in each other and in our partnership. Their tireless dedication, passion and hard work continues to inspire us and drive our continued success. We are excited to share and celebrate this award with them."

### **About Massage Addict**

Massage Addict is 100% Canadian owned and operated with more than 115 multi-disciplinary clinics nationwide. As Canada's first and largest membership-based network of health and wellness clinics, we continue to evolve and adapt to the needs of our clients, offering four different therapeutic services: Massage Therapy, Chiropractic Care, Acupuncture and Reflexology, along with Custom Orthotics. This unique and proven business model offers predictable recurring revenue, low investment and start-up costs, and a quick return on investment. With Massage Addict, we support you with both initial and ongoing assistance including site selection, design and construction, training, marketing, client experience, operational efficiencies, therapist recruiting and retention, and more.