

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

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Massage Addict, one of Canada's largest nationwide networks of multi-disciplinary therapeutic clinics, has once again been awarded the Canadian Franchise Association's Franchisee's Choice award. This is the fifth consecutive year this growing health and wellness brand has been 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 56 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.

"We are so excited to receive this prestigious award, for the 5th consecutive year" says Massage Addict CEO Caroline Kolompar. "We believe the business model continues to succeed and endure because of teamwork and collaboration in the key areas of franchise excellence that are highlighted in the Franchisee's Choice survey."

Kolompar is quick to note how the continuing success of the brand is linked entirely to the hard work and engagement of Massage Addict's Franchise Partners. "We are so thankful for the participation from our Franchise Partners who, year after year, drive this prestigious Franchisee's Choice distinction and benchmark our success against all the great franchise brands across Canada. This award really is all about them. We are so proud of, and inspired by, the work they do every day to help Canadians feel better and drive our shared success."

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. For more information on Franchising, please go to <https://www.messageaddict.ca/franchising/why-message-addict>