



## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

Hand & Stone Massage and Facial Spas have launched their first Cause Marketing initiative joining forces with the Heart and Stroke Foundation. As Gigi Harding, CEO, H & S Massage Spa Canada Corporates shares, “We have been interested in partnering with the Heart and Stroke Foundation for years and we are now at a growth point where we are committed and excited to align our two brands and help make a difference in Canadian’s lives”.

Gigi goes on to say, “In choosing a charitable organization, we wanted the charity that we supported to come from our heart. Cause marketing works best when the company, its employees and clients all feel great about the help we’re providing to a nonprofit group. So we wanted something that we believed in. We also wanted to make sure that we had the right affiliation. A cause that relates to our company and our products.”

Hand & Stone is looking to contribute more than just dollars. We want to motivate our customers and all staff to take action, such as making a donation or participating in events such as the Heart&Stroke Becel Ride for Heart. Throughout the year Hand & Stone Massage and Facial Spas will be putting many local Spa initiatives in place to help bring awareness to the Heart and Stroke Foundation’s causes. Gigi continues, “We have developed an ongoing strategy and plan around our support so that our consumers can see that we have a vested interest in making a difference and not just with a cash donation.”

“We’re delighted with the support from Hand & Stone Massage and Facial Spa,” said Nicole McVan, Director of Corporate Partnerships. “Every seven minutes someone in Canada dies from heart disease or stroke. There is good news though, these diseases used to kill almost half of all Canadians, now that number is just over 1 in 4. It’s with the help of leaders like Gigi Harding and the commitment from the employees from this organization that we can create even more survivors by funding more research and promoting a healthier lifestyle.”

In selecting the charity we focused on the potential needs of our own clientele. The charity we chose had to have a growing focus with women but still also had a tie to men, with the underlying thought that with this partnership, we would bring further awareness to their cause and to us and how our offerings can help.

Stress is a leading cause of heart disease and Hand & Stone, by providing massage and facials and raising funds and awareness, can do something to help. The Heart and Stroke Foundation is the authoritative voice of heart disease and stroke in Canada. They are one of the top three charities in Canada and they have a 95% recognition of their brand in the Canadian marketplace.

**HAND & STONE<sup>®</sup>**

MASSAGE AND FACIAL SPA



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**About Hand & Stone Massage and Facial Spa**

H & S Massage Spa Canada Corporation is a member of the Canadian Franchise Association and is the master licensee for the Hand & Stone Massage and Facial Spa brand in Canada. Initially founded in 2004 in Toms River, NJ, the concept was developed in response to the rising national need for professional massage therapy and being able to provide it at convenient times and locations with affordability in mind. Currently there are 250+ locations in the US and 18 locations in Canada with new spas opening every month. For more information, visit [www.handandstone.ca](http://www.handandstone.ca).

**Hands for Heart**

At Hand & Stone Massage and Facial Spa we know that stress is part of daily life. And we know that stress is a leading cause of heart disease. Together we can do something about this. Join us this June when each of our Hand & Stone Massage and Facial locations join together to create the first of many Hands for Heart months. Stay tuned for more as June approaches.

**About the Heart and Stroke Foundation**

The Heart and Stroke Foundation's mission is to prevent disease, save lives and promote recovery. A volunteer-based health charity, we strive to tangibly improve the health of every Canadian family, every day. Healthy lives free of heart disease and stroke. Together we will make it happen. Learn how at [heartandstroke.ca](http://heartandstroke.ca).

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