

For Immediate Release

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Massage For A Cause: Changing the world, one massage at a time

Body, Mind, and Sole's licensed massage therapists, Ginger Mickelson, Paula Goldman, Julie Baltaji, Carol Alvarez, and Sharon Shoch, are giving massages for a green cause. Beginning on Tuesday April 22, through Sunday April 27th, Body, Mind, and Sole (BMS) will donate 15 percent of its gross sales to Target Earth, a non-profit organization whose motto is: "Serve the earth, Serve the poor". 2008 marks the third year in a row that Body, Mind, and Sole has held this fundraiser. Last years monies enabled Target Earth to add ½ an acre to a rainforest preserve in Belize.

Target Earth builds sustainable communities, working with local people in Central America and South Africa to build infrastructure in ways that preserve their environment where many people live on less than \$1 a day. In the past Target Earth has built homes, opened organic farms, put in water systems in deserts, planted indigenous crops for waterless communities, started tree nurseries and funded health clinics according to its president, Gordon Aeschliman.

This year, Body, Mind, and Sole's goal is to raise \$1,000 to contribute to Target Earth's efforts in North Africa. Your donation will go toward the costs of pipes, faucets, and staff to deliver water to villages that do not have potable water. Cash or check donations for Target Earth are encouraged and will also be accepted through Monday April 28th. Checks should be made out to Target Earth if you wish to receive a tax deduction. Learn more about Target Earth at www.targetearth.org.

About Body, Mind, and Sole, LLC

Founded in November 2004, conceptualized by Ginger Mickelson, and opened in May 2005, Body, Mind, and Sole is an independently owned, exclusive massage and bodywork service. It's motto: **Footbath, Massage, Bodywork, and Shea Butter products for the whole family** emphasizes the ideals on which it was founded. One of its specialties is the *Two Hour Mini Miracle*; combining one hour of reflexology with one hour of massage. Body, Mind, and Sole is located at 2111 Mt. Vernon Ave; Alexandria, VA 22301 and can be found on the web at www.bodymindandsole.net.

Body, Mind, and Sole is located in the heart of the "Main Street" style Del Ray neighborhood, a hub for young families and single professionals. BMS' experienced, licensed therapists can educate you on benefits of various massage techniques. Wellness tips for between sessions are available a free, once-a-month e-newsletter. Subscribe online at www.bodymindandsole.net.