



NEWS RELEASE
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For Immediate Release

Ruth Werner to Deliver Keynote at AFMTE's First-Ever Virtual Conference

TUCSON, AZ – April 19, 2021 – The Alliance for Massage Therapy Education (AFMTE) today announced Ruth Werner, BCTMB, will deliver the Keynote address at its first-ever virtual Educational Congress, held this year online July 16 & 17.

Werner is a highly regarded educator, writer, and retired massage therapist with a passionate interest in massage therapy research and the role of bodywork for people who live with health challenges. Her groundbreaking textbook, *A Massage Therapist's Guide to Pathology*, was first published in 1998 and is now in its 7th edition, published by Books of Discovery. The title of Werner's Keynote is *What Just Happened? What Comes Next? Massage Therapy on the Threshold*.

"As the shape and demands of the pandemic shift, this moment gives us an opportunity to refresh and re-evaluate our positions within the profession—as educators, administrators, and practitioners," said Werner.

AFMTE will hold its Educational Congress virtually in 2021 and in-person in Austin, Texas in July 2022. The theme of the 2021 Educational Congress is "Promoting Ideas & Strategies in the Evolving World of Massage Education."

"The COVID-19 pandemic has profoundly affected our profession. Massage educators have been innovating in times of crisis, and industry experts have banded together to help educators navigate uncertain times. As we now look forward, educators want to be prepared to bounce back when the pandemic is over. Never before have leadership and community been so important. We are excited to bring together a higher number of educators from the safety and comfort of their homes and invite you to get involved," said Shari Aldrich, LMT, AFMTE Interim President.

Topics at the 2021 Educational Congress will include considerations for re-opening schools safely, trends in anatomy education, classroom instructional techniques, marketing and ergonomics. Speakers include Brent Jackson, Joe Bob Smith and Lizz Pugh. Massage Educators will be able to earn continuing education credits by attending the virtual conference.

If you are a massage and bodywork educator and would like to learn more or register, visit:
<https://www.afmte.org/2021-educational-congress/>

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About the Alliance for Massage Therapy Education:

AFMTE serves as an independent voice, advocate, and resource for the massage therapy and bodywork education community. AFMTE may be contacted at PO Box 40014, Tucson, AZ 85717. The phone number is (520) 329-2627, the general office email address is admin@afmte.org, and the website is <http://www.afmte.org>.

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