

Mon Réseau Plus Will Become the Réseau des massothérapeutes professionnels du Québec

A New Identity Coming in September 2018

Drummondville, May 18, 2018 – On the occasion of its 10th anniversary, the Association professionnelle des massothérapeutes spécialisés du Québec, Mon Réseau Plus, is announcing a change of identity in order to better represent its members and function as a reference for Quebec citizens. This change will include simplifying its name, which will become the *Réseau des massothérapeutes professionnels du Québec*, as well as a new visual identity. The changes presented today will take place in September 2018 and will be deployed gradually over a transition period of a few months.



This change aims to dispel any confusion regarding its current name, and will reinforce its brand, making it clearer and stronger overall. The organization's activities will stay the same. *"Our mission, values and vision remain. Our name was very long and slightly ambiguous. People had a natural tendency to abbreviate it, which weakened the impact and understanding of our brand. As an industry leader, we felt the need and responsibility to distinguish ourselves. The term 'Association' did not allow us to do so effectively, because there are several associations in our industry,"* explained Martin Vallée, President and CEO of the Association. The choice to keep the word 'Réseau' was made because of its uniqueness in the massage industry as well as the desire to keep some continuity throughout this transition.

Armed with this new identity, the organization hopes to continue its mission representing almost 50% of all massage therapists in Quebec. Its actions will continue to support massage therapists and evolve the practice of massage therapy in Quebec. The board of directors plans to achieve these objectives through the improvement of professional supervision, innovation and consultation.

The programs and flagship services it offers massage therapists, such as training subsidies, continuing education activities, digital customer files and insurance receipts services and others, will not be affected by the identity change.

About the Association professionnelle des massothérapeutes spécialisés du Québec, Mon Réseau Plus

The Association professionnelle des massothérapeutes spécialisés du Québec, Mon Réseau Plus, includes over 7,200 massage therapists who wish to contribute to the advancement and improvement of massage therapy in Quebec. Its mission is to represent, support and promote the professional activities of its members, as well as to inform, refer and protect the population.