



Infant Massage USA®

FOR IMMEDIATE RELEASE

IMUSA Helps Put Spotlight on Practice and Benefits of Infant Massage

Springfield, VA - August 7, 2008. A new video produced by Discovery Communications and featured on the Discovery Health Channel's show *Deliver Me* website puts the spotlight on the practice of infant massage. The four-and-a-half minute video features Linda Storm, Executive Director of Infant Massage USA®, instructing a new mother on how to massage an infant.

"Infant Massage is such a wonderful experience for parents and babies," said Storm. "This video gives a glimpse that infant massage can be done in a doctor's office or even more comfortably at home. It also shows that very little is needed to enjoy time massaging your baby. Babies of all ages enjoy nurturing touch from their parents."

Research confirms the importance of a secure environment and nurturing touch in the healthy growth, development, and maturation of children. "Infant massage is a natural way of bonding with your baby through gentle touch and is easy to learn," noted Storm.

Practicing infant massage has many tangible benefits for the baby as well. According to Storm and other experts, infant massage can help to:

- Encourage weight gain
- Boost brain development
- Strengthen the immune system
- Increase circulation
- Aid digestion
- Ease discomfort from gas, colic, and constipation

US Chapter of the International Association of Infant Massage - Sweden

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- Improve sleep

Becky Wilson, mother of 4-month-old Noelle in Ashburn, Va., has seen the benefits of infant massage first-hand. "It calms her down a lot, and it seems to make her little legs and arms feel better as she gains more control over them," said Wilson. "She also had a formula allergy that took awhile to diagnose, so she had a lot of intestinal issues and the massage REALLY helped her to feel better."

View the infant massage video at <http://health.discovery.com/fansites/deliver-me/video.html?playerId=1431564175&titleId=1437088434>

Infant Massage USA® is the US Chapter to the International Association of Infant Massage in Sweden. Its mission is to promote nurturing touch through training, education, and research so that babies, parents, and caregivers are loved, valued, and respected throughout the world community. Infant Massage USA® maintains an online directory of parent educators and other resources for parents seeking to learn infant massage in their home or in a group session. The organization also offers training for those interested in becoming Certified Educators of Infant Massage. For more information, visit www.infantmassageusa.org.

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