



## YMCA OF WESTERN NORTH CAROLINA

July 22, 2011

We decided HydroMassage would be a good fit because we wanted to offer massage to our members, but we didn't want the liability issues that might go along with having a therapist here. We got it in late December of last year, but we really kicked it off in January, so we've been using it now for about 7 months. Last time I checked, we had 115 members signed up. And, we initially priced the massage packages at \$10, but now we've raised it to \$15 for one 15-minute massage per day.

Even though we are making money with it, I can say that the best thing it's done for us is help us stand out more, and given us another way to attract people and get them to join the YMCA. It's a really great benefit for our members. We got a lot of positive feedback, and we see it as a perfect way to encourage people to come back to our facility to be regular exercisers.

Kris Kaufman  
Reuter Family YMCA, Asheville, NC

