

FOR IMMEDIATE RELEASE:

FOR MORE INFORMATION CONTACT:

Hannelore R. Leavy -- 201-865-2065

SPA ASSOCIATIONS START ECONOMIC STIMULUS PROGRAM

Union City, NJ The Day Spa Association and the International Medical Spa Association initiated an innovative new program that will benefit both suppliers and service organizations affiliated with the spa industry as well as the day spas themselves, as they are both in dire need of a break in today's financial turmoil.

Hannelore Leavy, Executive Director of The Day Spa Association and The International Medical Spa Association explains: *"Our member day spas and medical spas deserve to get relief when purchasing products and contracting services. Our manufacturing members who are supplying the industry with products and services also need to get their products to their targeted market. We are proud to present to the industry the newest benefit – our new **FREE Triple Email Marketing Program!**"*

This Triple Email Blast combines three members that are non-competing into one email blast to the Associations' 13,000+ email database. The only requirement for participation in that program is that the participating company is a member in good standing of either the Day Spa Association or the International Medical Spa Association and offers a "special" to their DSA/IMSA peer members.

Leavy adds: *"The ratio of respondents opening our email blasts is between 10 to 20%, which is unusually high! Our Triple Email Program has already been quickly regarded as quite desirable by the day and medical spa industries looking for news and new products as well as new ways to save with their purchasing needs."*

"We were very pleased with the amount of inquiries and sales that resulted from our partnership with the DSA's email marketing campaign. We were able to reach a large audience of qualified consumers and have their undivided attention being that we had the support of the DSA behind our message", notes Rhianna "Rhi" Kivatisky, Sales Manager, for Radiancy Inc.

In addition, the Associations' office will supply the three participants statistical reports including the email addresses of those that clicked through to their websites.

*"This is an excellent opportunity to follow-up with those who have opened our **SPA Mail** and clicked through on a particular product or service", says Hannelore, who sights quite a few success stories about this program already from some of the Associations' members who gave this new SPA STIMULUS Program a try!*

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To learn more about this program and packages offering additional email opportunities, contact the Executive offices of the Day Spa Association and International Medical Spa Association at 201-865-2065 or email Barbara@dayspaassociation.com