

WHEREAS; according to Wisconsin Statute § 460.01(4), massage therapy—also known as bodywork therapy—refers to the science and healing art that uses manual actions and adjunctive therapies to palpate and manipulate the soft tissue of the human body to improve circulation, reduce tension, relieve soft tissue pain, or increase flexibility; and

WHEREAS; massage therapy can have a wide range of benefits for people of all ages, including decreased muscle stiffness and joint inflammation, improved sleep quality, quicker recovery between workouts, and more, and it increasingly plays a part in integrated healthcare services offered in Wisconsin and across the country; and

WHEREAS; massage therapy can be a valuable option for individuals who suffer from health conditions, such as high blood pressure, arthritis, back pain, and headaches, as well as those who are seeking help with chronic pain management, behavioral health treatment, rehabilitation and physical training, and treatment of acute medical conditions; and

WHEREAS; Wisconsin’s licensed massage therapists are dedicated to the highest standards of care and professionalism and maintain these standards through education and credentialing; and

WHEREAS; this week, the state of Wisconsin joins the massage therapy community in raising awareness of the potential benefits of massage therapy and thanking massage therapists across the state for their dedicated service to the health and well-being of Wisconsinites;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim October 19 through 25 2025 as

**NATIONAL MASSAGE THERAPY  
AWARENESS WEEK**

throughout the State of Wisconsin and I commend this observance  
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 20th day of October 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State