



FOR IMMEDIATE RELEASE

May 19, 2017

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EYE STREET MASSAGE CELEBRATES 20 YEARS OF STRESS AND PAIN RELIEF

On Eye Street's birthday, cake, champagne – and \$20 specials

Eye Street Massage Therapy, Washington, D.C.'s go-to massage place in the District's bustling Farragut West and Farragut North corridor, marks its 20th anniversary this month. The business will offer celebratory cake and champagne, and, more substantively, \$20 off any appointment lasting one hour or longer.

Eye Street was launched in May 1997 by then-owner Lory Bedotto. At the time, the office was conveniently located a few blocks from the IMF, World Bank, GWU and the K Street corridor. Pamela Moyer purchased the business from Bedotto in 2007, and Eye Street Massage subsequently moved to 1634 I Street NW (Lower Level 125), steps away from the Farragut West metro station on the Blue/Orange/Silver lines and one block from the Farragut North stop on the Red line.

When Pam was first hired as a Licensed Massage Therapist (LMT) in 2004, Eye Street Massage consisted of five licensed, part-time massage therapists, offering neuromuscular therapy, sports massage, deep tissue, Swedish, and prenatal massage.

"We now have 11 healers on board and are reaching more and more new people every day, with many of them becoming regular clients," Pam says. "We've also expanded our treatments to include many other types of massage and energy work that you may or may not heard of."

Those services, Pam explains, include abdominal visceral massage, craniosacral therapy, Hawaiian lomilomi, manual lymphatic drainage, medical massage, myofascial release, reflexology, Reiki, Pranic healing, and more. In addition, Eye Street offers an onsite chair massage business where healers will visit downtown offices.

But the way Pam sees it, Eye Street provides something beyond massage.

“We don’t provide just massage at Eye Street, we provide relief from stress and pain, so that you feel comfortable being in your body, owning it, feeling good in it, and being able to engage in the sports, work and other activities you enjoy,” she says.

And that’s kind of the point of the whole endeavor – why Pam took the risk in the first place of buying, owning and putting her own imprimatur on the business.

“I like to help people. I know I have the skills to help relieve certain types of muscle or soft tissue pain, and I think my own pain helps me have empathy for others who are also dealing with similar issues. I figured I’d like to do something to make it easier on all of us. We can all help each other get by, and make it a little easier for each other. People need to be seen, heard, and validated, and they deserve to be pain-free and to feel human again. I give them some relief from their stress and discomfort when their bodies are holding on to tension.”

As Eye Street marks its 20th birthday (and Pam her 10th anniversary of ownership) look for specials throughout the year. Pam plans to offer discounts and coupons for a variety of services – all aimed at Eye Street’s central mission: Not massage for massage’s sake, but for the sake of stress relief and healing. And that’s something all of us can use from time to time.

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