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Local Day Spa: An Old Business Gets a New Name

Napa, CA, September 10, 2008 – Amanda’s Massage & Bodycare, located in the Welte Wellness House on First Street since 1999, is changing its name to Napa Massage & Bodycare. The business remains under the ownership of Nationally Certified Massage Therapist Amanda Escobio Lewis. Her staff of a dozen massage therapists, manicurists and estheticians is now managed by Napa native Kris Cole.

Cole, formerly of Silverado Veterinary Hospital, has been with the organization for four years. “It’s a natural progression for Kris to become General Manager at this time. Plus, she’s good at herding cats,” jokes Escobio-Lewis. The last comment refers to the infamous reputation of massage therapists being free-spirited eccentrics. As part of the business name change, all service providers recently became employees. Previously, they were independent contractors.

Regardless of the seemingly big changes, Escobio-Lewis believes that much will remain the same about the business she started alone almost a decade ago. “Nothing says it better than this, ‘Bigger is not better. Better is better.’ And that’s exactly what we intend to do” asserts Escobio-Lewis. Gift certificates and packages purchased under the old name will still be honored. “Check your expiration dates and get in soon,” Cole urges.

In honor of the name change, Napa Massage & Bodycare will be hosting a Grand ReOpening to benefit First Impressions Napa Valley with a Clothing Drive. The free event will be held at the Welte Wellness House Saturday September 20 3 p.m.- 7p.m. For complete details on clothing donation and prizes check the website.

For additional information on Napa Massage & Bodycare, call 707-252-7079 or click www.napamassage.com. The day spa is located at 1834 First St., one block west of Jefferson and right before the Beazley House Bed & Breakfast on the same side of the street. Open daily by appointment with the reservation line available 8 a.m. - 8 p.m.

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