

Home: [News](#): [LaVida Massage](#):

## LaVida Massage Wellness Center Opens in Cumming, Georgia

### Seventh LaVida franchise in Atlanta area provides massage therapy services to community.

Specializing in health and wellness through therapeutic massage services for the family, opens its seventh location in the greater Atlanta area, and the first in Forsyth County with its Cumming, Georgia center. Located in the Publix-anchored Castleberry Southard Shopping Center at 5485 Bethelview Road, Suite 220, the center is slated to open in October.

The new facility features 3,200 square feet and boasts 11 regular massage therapy rooms, including one dedicated to couples' [massage](#). LaVida Massage of Cumming provides a number of therapeutic massage services specifically designed to meet the needs of families in the area, including Swedish, deep tissue, hot stone, prenatal, [sports](#), orthopedic, and more, all performed by licensed and highly trained therapists. Additionally, the center plans to add an array of skin care treatments to its host of services within the coming months.

"There isn't another massage chain in the area that offers a gender-neutral, low-entry price point, non-spa oriented wellness center. That really makes us stand out," says owner and operator and long-time Atlanta area resident, Andy Wolf. "LaVida Massage is a perfect complement to this community."

Wolf, along with his wife Barbara, a local artist and long-time local community [art](#) center volunteer, will together manage the new center. Andy became interested in LaVida Massage after reviewing the company's business model as a provider of holistic health services and not as a typical spa franchise. A long-time corporate veteran within the human resources profession, he wanted to make the switch to something else that satisfied a more personal need, in addition to that of the community. And, after his company re-located out of Atlanta, he, along with his wife, decided to stay in the area and do just that with LaVida Massage.

"I wanted to start a business that met a specific need for our customers, and that would provide a real benefit to them," Wolf says. "The massage industry, and particularly LaVida, is the perfect fit for such a meaningful and sustainable effort; with its community-focused, health-oriented culture and personalized, first-rate customer service. LaVida Massage is enticing to anyone seeking to integrate therapeutic massage in his or her overall wellness routine."

In addition to adding business and wellness to Cumming, the Wolfs will be supporting community organizations by partnering with local schools to help recognize [education](#) professionals. Also, they are supporting the local job market by employing up to 12 positions at their new LaVida Massage center—including front desk staff and licensed massage therapists. Interested candidates can apply online by visiting <http://cumming.ga.lavidamassage.com/>.

Frequent massage therapy sessions have been proven time and again to benefit the health with increased blood circulation, enhanced sleep quality, greater [energy](#) levels, improved concentration, reduced fatigue and stress, decreased anxiety, enhanced immunity, improved body motion, reduced heart rate and injury rehabilitation.

### About LaVida Massage

LaVida Massage is a leading provider of health and wellness services. Offering an array of affordable and convenient therapeutic massage modalities, LaVida Massage caters to busy, active lifestyles in gender and age-neutral settings.

As more consumers understand and seek the mental and physical health benefits that massage therapy has been proven time and again to offer, the LaVida Massage Corporation franchise continues to grow to meet this demand in the thriving holistic health and wellness industry. LaVida Massage, a member of the

nada, and has  
Pick' by

Entrepreneur magazine for the past three consecutive years, and was ranked #19 in its Top New Franchises list in 2012.

Founded in 2007 in Brighton, Michigan, LaVida Massage is dedicated upon the ideal that massage should be

### LaVida Massage »

LaVida Massage is a comfortable, elegant yet friendly atmosphere that everyone can enjoy

#### Browse:

1. [Business Overview](#)
2. [Franchise News](#)

### Franchise News Room »

<a href="#">All Franchise News</a>	<a href="#">General Announcements</a>
<a href="#">Expansion</a>	<a href="#">Conference</a>
<a href="#">Financial</a>	<a href="#">Product Announcements</a>
<a href="#">Mergers &amp; Acquisitions</a>	<a href="#">Media Coverage</a>
<a href="#">Personnel</a>	<a href="#">Strategic Alliances</a>

### News By Industry »

<a href="#">Art</a>	<a href="#">Health</a>
<a href="#">Automotive</a>	<a href="#">Home Services</a>
<a href="#">Beauty</a>	<a href="#">Medical</a>
<a href="#">Business Services</a>	<a href="#">Moving and Storage</a>
<a href="#">Childrens</a>	<a href="#">Pet</a>
<a href="#">Cleaning and Maintenance</a>	<a href="#">Recreation</a>
<a href="#">Computer and Internet Services</a>	<a href="#">Retail</a>
<a href="#">Construction</a>	<a href="#">Senior Care</a>
<a href="#">Education</a>	<a href="#">Small Business</a>
<a href="#">Entertainment</a>	<a href="#">Specialty</a>
<a href="#">Financial Services</a>	<a href="#">Staffing</a>
<a href="#">Fitness</a>	<a href="#">Travel</a>
<a href="#">Food</a>	<a href="#">Vending</a>
<a href="#">Franchise Consultants</a>	

### Hot Opportunities

#### Minuteman Press International

Minuteman Press has been the leader in the printing & graphics...

[ADD TO REQUEST LIST](#)

#### Pet Supplies Plus

With over twenty-five years of successful retail franchise experience and...

[ADD TO REQUEST LIST](#)

#### Oxi Fresh

Oxi FRESH is a GREEN Carpet Cleaning Franchise and one of Entrepreneur's...

#### Doc Popcorn

Doc Popcorn is revolutionizing the way people snack in high-traffic...

[ADD TO REQUEST LIST](#)

#### Papa Murphy's Take 'N' Bake Pizza

The world's largest, fastest growing Take 'N' Bake pizza franchise is...

[ADD TO REQUEST LIST](#)

#### Archadeck

Archadeck is proud to be North America's leading designer and builder of...

an affordable part of an overall healthy lifestyle and wellness plan.

For more information, visit [www.lavidamassage.com](http://www.lavidamassage.com), or follow us on Facebook and Twitter.

[ADD TO REQUEST LIST](#)

[Request Information](#)

**LaVida Massage of Cumming**

5485 Bethelview Road  
Suite 220  
Cumming, GA 30040

Phone: (678) 947-4642  
Monday – Friday: 9 a.m. to 9 p.m.  
Saturday: 9 a.m. to 7 p.m.  
Sunday: 10 a.m. to 6 p.m.

Walk-ins are welcome, but appointments are encouraged, and can be made online at [www.lavidamassage.com](http://www.lavidamassage.com).

SOURCE LaVida Massage

**Contact:**

**Tara Hasouris**  
248.556.5799  
[tara@lessismo.com](mailto:tara@lessismo.com)

**Julia Gillespie**  
917.628.9103  
[julia@lessismo.com](mailto:julia@lessismo.com)

###






**Jimmy John's  
Gourmet Sandwich  
Shops**  
Jimmy John's franchise  
success is built upon an  
unyielding commitment to...

[ADD TO REQUEST LIST](#)

**Bricks 4 Kidz**  
Bricks 4 Kidz provides  
project-based programs  
designed to teach  
principles...

[ADD TO REQUEST LIST](#)

**The Franchise Buzz:**

	<b>Bluegrace ORD Named Rookie of the Year</b> 3 people recommend this.
	<b>Kinderdance Announces New Program</b> 5 people recommend this.
	<b>Massage Heights Franchise Opportunity</b> 6 people recommend this.
	<b>Franchise Opportunities &amp; News - Franchising.com</b> 151 people recommend this.
	<b>Window World CEO Featured in Southeast Women Business Leaders Section of Forbes Magazine</b> One person recommends this.

Facebook social plugin

**Social Reach:**

0  
[g+1](#)

**Viewer Response:**