

**Balance Point Massage Therapy**  
4716 S. Packard Avenue, Suite C Upper  
414-350-7693  
<http://www.balancepointmassagetherapy.com>

**We spoke with Aimee Wood LMT, owner.**

**When did Balance Point Massage Therapy open?**

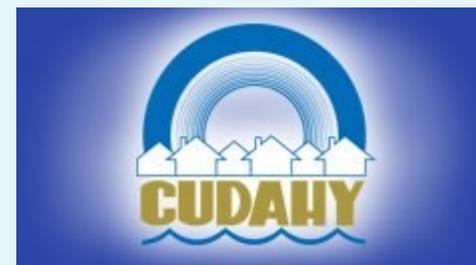
AW: We opened in August of 2013.

**Why did you choose this location in Cudahy?**

Cudahy didn't have any established Massage Therapy clinics. I knew we would be an asset. Plus it's conveniently located just minutes from the freeway with ample free parking.

**Did you or your staff operate a similar business before opening the Balance on Packard?**

No, this is my first venture. I am a single mom who took a leap of faith. I work hard and I love helping people.



As a part of a continuing effort to promote local business in the City of Cudahy, the Office of the Mayor has a feature article called the **Local Business Spotlight**.

Each month, we will interview a local business owner to showcase his or her business. In-turn, this will help residents of our community and elsewhere become familiar with the many quality companies located within our borders. - Mayor John Hohenfeldt

**What types of services does your business provide?**

Professional massage therapy. I also have an acupuncturist.

**How is Balance involved in the community?**

We donate to groups like the Wisconsin Health Service's Women, Infants and Children (WIC) Program and the local boy scouts. In March of 2014 I chose to donate half of the month's proceeds to the March of Dimes, in honor of my son who was born at 2 lbs. 12 oz. ([www.marchofdimes.org](http://www.marchofdimes.org)).

We have also donated gift certificates to help raise money for benefits ranging from a local girl who needed heart surgery to a youth improv group for a national competition.

I like to think I improve the quality of life of my clients by decreasing stress, increasing range of motion, and reducing pain.

**How do you advertise?**

Primarily through word-of-mouth referrals.

**What are your hours of operation?**

We are by appointment only six days of the week, off Mondays, with convenient weekend and evening hours.

**How many employees do you have?**

It is just me and the acupuncturist for now.

**Is there anything else customers and potential customers should know about your business?**

We are located on the building's 2nd floor of the building but are willing to make accommodations to come to you if you cannot make it up the stairs. At no extra cost.

For more information visit [www.balancepointmassagetherapy.com](http://www.balancepointmassagetherapy.com)

***Balance Point will offer \$10 off to first time clients during the months of June and July 2016.***



**As always, we encourage you to support each and every local business. For information on previously featured businesses visit the City of Cudahy's website at [www.cudahy-wi.gov](http://www.cudahy-wi.gov) and click on Departments > Economic Development.**