

**Utah InnovateHER Challenge Winner:  
Amelia Wilcox, Incorporate Massage**

### **Statement of Support**

The Salt Lake Chamber Women's Business Center and City of Cottonwood Heights have selected Amelia Wilcox, owner of Incorporate Massage as the local Utah InnovateHER Challenge winner.

Incorporate Massage (IM) best satisfies the challenge criteria because the company benefits both working women and their families who receive their services at work. By providing services in the workplace they free up time that would have taken away from their family and women are better able to meet critical need for stress management- it comes to them, leaving their evenings free to be with their families. While IM services are available to men as well, over 75% of their participants are women, and those women are receiving the benefits of stress relief and pain reduction that makes them more effective wives and mothers.

Central to their mission is to provide flexible employment opportunities for the women and families who work for them providing IM services. Their workforce is 80% female, and the women providing and managing our services, and their families, benefit from the flexibility we provide, allowing them to work from home and select the shifts they want to work that fit their family's needs.

The company impacts women in the workplace, which improved health benefits the time and care women are able to offer to their children. The health market is a huge industry and Amelia's business model already been proven. She has successfully franchised Incorporate Massage which proves successful commercialization through the country. This is benefitting more women in the U.S. than just in Utah. We feel that Amelia provides a great serve that make the lives of women and families better.

  
Ann Marie Thompson, WBC Executive Director

12-2-15  
Date