

Massage Athletica

Michael Booth was an elite, national team runner in his prime. In looking to a career after running, he thought of the many injuries he had suffered and treated during his career and looked to get into the business of supporting the athletes who followed him. He used some of his university credits he had already and combined them with a 2 year course in massage therapy and launched his new business, Massage Athletica, in May, 2011. There are many massage therapists in Winnipeg, but MA focuses on treating athletes, runners and triathletes. He felt that he had, and his colleagues would have, a unique insight into the mindset of injured athletes that regular massage therapists might lack. In 2021, he has 4 locations around the City and employs 25 practitioners, including massage therapists, athletic therapists and physiotherapists. They run a lean operation and have clearly developed a large, loyal clientele.

With the success of his business, Michael looked to the running world as a target for philanthropy. He therefore became a primary sponsor for the MRA over the last several years, particularly in the Youth Series. He learned from his Dad, Jack's, example, an organizer of the Ron Melnichuk half-marathon, and a lifelong and passionate supporter of sport in general. Michael is glad to help those who helped and supported him through his competitive years. The MRA is very grateful for his tremendous support.