Valor Massage® Expands Clinical Team Amid Continued Growth in Medical Massage

Award-winning Fayetteville practice is seeking licensed massage therapists as demand for sports and medical massage services continues to grow.



Valor Massage® is expanding its clinical team in Fayetteville, North Carolina, welcoming experienced and newly licensed massage therapists interested in veteran care, medical massage, and trauma-informed practice.

FAYETTEVILE, NC, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Valor Massage®, an award-winning sports and medical massage practice serving the Fayetteville and Fort Bragg region, is expanding its clinical team as demand for specialized therapeutic massage services continues to grow.

Founded by Brittany Foti, LMBT, MMP, MLD-C, Valor Massage® provides clinical, outcome-focused bodywork for veterans, active-duty military members, first responders, healthcare professionals, athletes, and members of the surrounding community.

The expansion follows continued growth for Valor Massage®. The company has been recognized as the Community's Choice Award winner for Sports and Medical Massage for three consecutive years, from 2024 through 2026, and is a BBB Accredited Business.

"We're not simply trying to fill treatment rooms," said Foti, Founder and CEO of Valor Massage®. "We're building a clinical team of massage therapists who want to become exceptionally good at their craft, work with complex cases, and build sustainable careers in this profession."

SERVING VETERANS THROUGH SPECIALIZED CARE

Located within one of the nation's largest military communities, Valor Massage® has developed a

significant portion of its clinical work around veterans and military-connected populations.

Valor Massage® is a VA Community Care Network provider serving eligible veterans referred for massage therapy services. As the practice expands, Valor is interested in licensed massage therapists who already have experience working with veteran populations, as well as therapists who want to develop the skills and professional standards necessary to work in this clinical environment.



Valor Massage® team members outside the practice's Fayetteville, North Carolina location, home to its growing sports and medical massage clinical team.

Clients may present with chronic musculoskeletal pain, previous injuries, surgical histories, mobility limitations, neurological symptoms, and other complex considerations. Valor emphasizes clinical reasoning, appropriate documentation, professional boundaries, continuity of care, and working within the massage therapist's scope of practice.

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>
> *Brittany Foti, Founder & CEO, Valor Massage®*

Trauma-informed care is also central to Valor's approach. The practice emphasizes communication, consent, client autonomy, professional boundaries, and creating an environment where clients maintain choice and control throughout their care.

"Our veterans deserve providers who understand that their care is not transactional," Foti said. "They deserve consistency, professionalism, strong documentation, and therapists who genuinely want to understand the person behind what they are treating."

WELCOMING NEW GRADUATES

Valor Massage® is not limiting its search to experienced medical massage therapists. The practice actively welcomes newly licensed therapists and recent massage school graduates who want to begin their careers in a clinical, trauma-informed environment.

“We actually get excited about therapists who are fresh out of school and already know they want to take their careers in this direction,” Foti said. “They don’t need to walk through our doors knowing everything. If they are coachable, curious, professional, and genuinely want to learn, we can help develop those skills.”

New therapists have opportunities to develop clinical thinking, documentation standards, professional communication, trauma-informed approaches to care, and experience working with clients whose needs may extend beyond routine relaxation massage.

BUILDING SUSTAINABLE MASSAGE THERAPY CAREERS

Valor Massage® places a strong emphasis on therapist education, clinical standards, professional development, and career sustainability.

Eligible team members may have access to benefits and professional development opportunities that are not always associated with careers in massage therapy. Depending on position and eligibility, offerings may include dental and vision benefits, life and short-term disability insurance, continuing education support, employee wellness benefits, and additional professional development opportunities.

“For too long, talented massage therapists have been told that burnout, inconsistent income, and limited professional support are simply part of this career,” Foti said. “I don’t believe they have to be.”

Valor Massage® provides sports massage, medical massage, post-operative massage, lymphatic drainage, and other specialized therapeutic techniques within the massage therapist’s scope of practice.

Valor Massage® is currently accepting applications from experienced licensed massage therapists, newly licensed therapists, and recent graduates interested in sports and medical massage. Candidates who value clinical excellence, continued education, trauma-informed care, professionalism, accountability, and service to military-connected populations are encouraged to apply.

ABOUT VALOR MASSAGE®

Valor Massage® is a sports and medical massage practice based in Fayetteville, North Carolina, serving the greater Fort Bragg community. Founded by Brittany Foti, LMBT, MMP, MLD-C, Valor Massage® is a three-time Community’s Choice Award winner for Sports and Medical Massage, a BBB Accredited Business, and a VA Community Care Network provider.

Foti has also been featured on Women in Power TV through Inside Success, sharing her entrepreneurial journey and commitment to advancing the massage therapy profession.

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