

August 30, 2013

TRUE MASSAGE THERAPY

Internet Corporation for Assigned Names and Numbers

RE: Possible additional to upcoming gTLD extensions

Hello members of the ICANN board. My name is Marlon Williams and I am a licensed massage therapist. First and foremost I would like to apologize in the fact that this is my first professional letter I have written to an agency with such influence as yours. Please bear with me for it is lengthy, but I feel as though it is a thorough form of communication, one which is rarely seen anymore.

I am writing today because I was made aware that ICANN is in the process of implanting new domain extensions to help ease the backlog of people holding onto domains. I feel as though this is an absolutely wonderful idea and I applaud ICANN for fixing a problem that many felt was long overdue.

Before I go say my request, let me provide some history. I have been practicing massage therapy in excess of 20 years, licensed for 7 years. My roots of massage therapy go back to when my mother's car was run over by a tractor trailer. At that time doctors, physical therapists, and massage therapists all gave me homework to do on her to aid her in her recovery. Years later, I went to school massage therapy after I found out that a license is required to legally practice for compensation. Between the hours I spent in school and the hours that spent on continuing education, I have over 2,000 hours of education behind me dealing with the entire nervous and muscle systems of mammals; diet and its effect on various diseases; effects of Genetically modified organisms (GMO's) on the peripheral nervous systems, cerebral cortex, pulmonary systems, and digestive systems; as well as a host of other areas of study within the human body. I say all this to show you that in some instances, massage therapy is much more than a relaxing day at the beach, though that is more fun than what I perform on clients.

While legally I cannot say that massage is medical, I can say that it complements medicine well and in some cases can replace the need for drugs and/or surgery. I know. I've seen it. My mother still to this day has not had the surgery some doctors begged her to or she would lose her leg and she still to this day has both legs and is bipedal. I have had hundreds of clients come in about to have spinal fusions, or something of the sort, over the years, and hundreds of them have never had the surgery they were about to have at the surgeons recommendation. I make no promises to any of my clients, for that too is illegal since I am not a doctor. Since we live in such a litigious society full of rules and restrictions, one has to be careful what they say and I am restricted to saying, "During the last 5 years I have a had 100% success rate dealing with the same condition it sounds like you are going through." I do apologize about the length of this letter but I want you to understand completely, what it is that I do. In the society we live in today, I do not feel as though a short, concise, to-the-point letter would have evoked a serious notion of thought, rather a thought of "here is yet another person who is trying to make his make his

mark in the world.” It is not about me. It is about clients. I have no financial gain in this. My name will not go down in history books anywhere.

Today I have the same emphasis as I did with my mother in 1993. I have geared my business towards pre- and post-surgical massage. There are many other therapists out there, I hope, who practice massage for the same reason as I; for holistic, drug-free, and hopefully surgery free rehabilitation.

It is for these reasons I would like to humbly ask to have .massage added to the list of upcoming gTLD extensions. Not because I feel that massage therapists are the greatest thing in the world. I know we are not. I am simply asking that you help make it easier for that next man, woman, or child who may have surgery find people like me, who work to prevent surgery; who try to stop chronic recurring pain. This means a lot to me, because I know it can potentially help others. You all have recognized that the .com arena is oversaturated, please make a .massage extension.

If you have any questions or suggestions or even just want to let me know that you have received this correspondence, please do not hesitate to contact me at Marlon@TrueMassageTherapy.com. I hope that you will work to see this through.

Sincerely and humbly yours,

Marlon Williams, LMT

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Cc:

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Fadi Chehadé, ICANN President & CEO

Akram Attallah, ICANN COO & Head of Generic Domains Division

Cherine Chalaby, Chair of the New gTLD Committee

Heather Dryden, Chair of Government Advisory Committee

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Hannah Tümpel, Manager, International Chamber of Commerce