



Media release:

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Australia's first Natural Medicine Week launched in May

to promote a natural choice for Australians' health and wellbeing

The Australian Traditional-Medicine Society (ATMS) has today announced the launch of a new nation-wide initiative, **Natural Medicine Week**, 20 – 27 May 2016. It aims to raise awareness and educate consumers about the important role of natural medicine in the health and wellbeing of Australians.

A week-long initiative, the first of its kind and in its scope in Australia, **Natural Medicine Week** represents a vast range of natural medicine modalities across ingestive, bodywork and massage, and Traditional Chinese Medicine (TCM).

Natural Medicine Week combines valuable resources and information on natural medicine for the general public, alongside special events held all over Australia by ATMS accredited natural medicine practitioners, such as clinic open days and workshops.

Charles Wurf, CEO of ATMS, is pleased to announce Natural Medicine Week and encourages all Australians to get involved and learn more about how natural medicine can be a positive and complementary approach towards their health and wellbeing.

“Natural Medicine Week aims to provide Australians with the information and resources they need to make decisions about their future healthcare, dispelling myths about natural medicine along the way.

“On the Natural Medicine Week website we provide clear information about every ATMS-accredited modality, explain how natural medicine and health insurance work together, answer a whole range of FAQs and on top of that, there will be events and offers hosted by our qualified, accredited practitioners around Australia.

“We also encourage the public to head online and complete our survey – so that we can find out how people around the country are using natural medicine,” said Mr Wurf.

The results of the Natural Medicine Week survey into Australia's use of natural medicine will be released after the event.

Natural Medicine Week will kick off on Friday 20 May, running until Friday 27 May 2016.

For more information, please visit: www.naturalmedicineweek.com.au

#ANaturalChoice



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Interviews with ATMS spokespeople are available on request and listed below with their specialisations:

- ATMS Director, Christine Pope (Ingestive)
- ATMS President, Betty Tannous (Bodywork and massage)
- ATMS Director, Daniel Zhang (Traditional Chinese Medicine - TCM)
- ATMS CEO, Charles Wurf (General industry and association)

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Notes to editors:

About Natural Medicine Week

Natural Medicine Week, 20 – 27 May 2016, aims to promote, educate and raise awareness of the important role natural medicine practitioners play in the health and wellbeing of Australians. Proudly supported by the Australian Traditional-Medicine Society, Natural Medicine Week celebrates the three primary models of natural medicine; these being ingestive, bodywork and massage, and Traditional Chinese Medicine.

<http://naturalmedicineweek.com.au/>

About the Australian Traditional-Medicine Society:

The Australian Traditional-Medicine Society (ATMS) is the leader of the natural medicine industry, promoting and representing professional practitioners of natural medicine, who are encouraged to pursue the highest ideals of professionalism in their natural medicine practice and education. As Australia's largest national professional association for natural medicine practitioners, ATMS is a multi- disciplinary association representing approximately 11,000 accredited practitioners throughout Australia. ATMS was founded in 1984 and is an incorporated not-for-profit company. In 2014 ATMS celebrated their 30th anniversary representing natural medicine practitioners in Australia. ATMS is governed by a Board of Directors with specialised departments for Massage Therapy, Traditional Chinese Medicine, Homeopathy, Nutrition, Naturopathy and Herbal Medicine.



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