

## **MEDIA INVITED TO EXPERIENCE ACUPUNCTURE AND ASIAN MEDICINE DEMONSTRATIONS DURING THE NCCAOM OPEN HOUSE**

*The National Certification Commission for Acupuncture and Oriental Medicine Offers Reporters  
A Rare Opportunity to Experience*

**Jacksonville, FL ? Monday, June 25, 2007**

- WHAT:** For a quarter of a century, the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) has maintained national standards of the practice acupuncture and Oriental medicine through its examination process and has certified thousands of competent acupuncture and Oriental medicine practitioners throughout the world; and for the **first and only** time in its history, the NCCAOM is opening its doors to the media and the public. In honor of the NCCAOM 25<sup>th</sup> Anniversary and the Grand Opening of their new and expansive headquarters in downtown Jacksonville, the certification commission will allow reporters to catch a rare glimpse of the highly secure NCCAOM offices that are always off limits to all but NCCAOM officials. Reporters will also have an opportunity to experience, first-hand, this ancient and powerful medicine by complementary demonstrations of acupuncture, Asian bodywork therapy (ABT), Tai Chi and Chinese herbology at NCCAOM's Open House.
- VISUALS:** Reporters can experience Asian medicine themselves as they create amazing visuals while interviewing experienced practitioners. Still photo opportunities will be stunning as well. As an alternative to attending the event, live in-studio demonstrations are also available.
- WHY:** NCCAOM, the only national certifying body for acupuncture and Oriental medicine in the United States, will be inviting the Jacksonville community to experience the benefits of acupuncture and Oriental medicine as they welcome the community to experience their new and beautiful headquarters located in the SunTrust building in downtown Jacksonville. Not only will reporters have a chance to interview NCCAOM officials about this growing and popular ancient medicine of which Florida is the third largest consumer in the country, but they will be able to interview certified NCCAOM acupuncturist, Amy Sear, Dipl. OM (NCCAOM) who specializes in treating breast cancer patients at her integrative medicine clinic in Florida. (Please see accompanying biography). Amy is also the president of the Florida Society for Acupuncture and Oriental Medicine (FSOMA) with headquarters located in Atlantic Beach, FL.
- In the U.S., the use of Oriental medicine is gaining widespread acceptance, with more than 22,000 certified or licensed Oriental medicine practitioners. According to the U.S.A. Commission for Alternative and Complementary Medicine, the annual revenue for traditional remedies is more than \$17 billion.
  - According to the National Institutes of Health's National Center for Complementary & Alternative Medicine, an estimated 36 percent of U.S. adults use some form of alternative therapy.
  - With an increasing number of health insurance plans now reimbursing patients who turn to alternative medicine, usage in the U.S. is at an all-time high. According to a new Kaiser Family Foundation study, employees covered by acupuncture health benefits increased from 33 percent in 2002 to 47 percent in 2004.

- WHO:** Therapies will be performed by skilled, master practitioners who are certified by the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM). Interviews can also be scheduled on-site, in studio or later at the practitioner's office.
- WHEN:** Monday, June 25, 2007 from 11:00 a.m. to 2:00 p.m. (EST). Media demonstrations can also be scheduled at your convenience.
- WHERE:** NCCAOM headquarters located at 76 S. Laura Street, Suite 1290, Jacksonville, FL (SunTrust Building). In-studio interviews and demonstrations are also available.
- NCCAOM:** The National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) is a non-profit organization established in 1982. Its mission is to establish, assess, and promote recognized standards of competence and safety in acupuncture and Oriental medicine for the protection and benefit of the public. For more information, visit [www.nccaom.org](http://www.nccaom.org).
- MEDIA:** To schedule a demonstration or for more information contact Mina Larson at (904) 674-2491 or [mina.larson@nccaom.org](mailto:mina.larson@nccaom.org).