



Australia's only Natural Medicine Week kicks off Monday!

Australia's only celebration of the full spectrum of complementary therapies, Natural Medicine Week, is back – and it's gone digital! Hosting a huge variety of online events and special offers, the week-long event aims to promote, educate and raise awareness of the important role natural medicine plays in the health and wellbeing of Australians. As part of Natural Medicine Week, 25 – 31 May 2020, registered practitioners of the Australian Traditional-Medicine Society (ATMS) and partners will present online events and special offers focusing on the three primary models of natural medicine; Ingestive Therapies, Bodywork and Massage and Chinese Medicine. ATMS urge the public to support their local practitioners and get involved to take the chance to increase their knowledge on using a natural approach to improve their health and wellbeing and gain invaluable information and resources about the benefits of natural medicine. Find an event near you: WHAT: NATURAL MEDICINE WEEK WHEN: Monday 25 May 2020 – Sunday 31 May 2020 TIME: All day/week WHERE: Australia PRICE: FREE WEBSITE: www.naturalmedicineweek.com.au This is an unmissable opportunity for natural medicine practitioners and users to come together to share knowledge and good health through a range of special events and offers running throughout the week. Be sure to check out Natural Medicine Week to see all the great online events and offers being hosted Australia-wide. To learn more, visit: www.naturalmedicineweek.com.au -ENDS- Interviews are available with Charles Wurf, CEO, ATMS and Christine Pope, Director, ATMS upon request. For media enquiries please contact: Jessica Kauffman, Senior Account Manager, Zadro 0400 433 182 | jessica@zadroagency.com.au Debbie Bradley, Group Account Director, Zadro 0420 761 189 | debbie@zadroagency.com.au Notes to editors: About Natural Medicine Week Natural Medicine Week, 25 – 31 May 2020, 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; Ingestive Therapies, Bodywork and Massage, and Chinese Medicine. www.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 more than 10,000 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, Chinese Medicine, Homeopathy, Nutrition, Naturopathy and Herbal Medicine. www.atms.com.au

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