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AACMA

PRESS RELEASE

AACMA to launch new logo in celebration of Chinese New Year

Australia: Chinese Medicine could be considered of the worlds' oldest forms of health care dating back over 2,500 years. And this February Australia's leading professional association in this field, the [Australian Acupuncture & Chinese Medicine Association](#) (AACMA) is set to unveil a brand new logo to coincide with the Chinese New Year.

With over 2,000 active members the AACMA is Australia's leading association of qualified acupuncture and Chinese medicine practitioners and has been for the last 45 years.

"This year Chinese New Year celebrates the year of the Earth Dog," comments Waveny Holland, President of AACMA, "the Earth Dog represents loyalty, honesty, good health and fortune; we couldn't think of a better New Year celebration than this one to introduce our new logo".

The new AACMA logo was specifically designed integrating four key health components to create one 'Life in Harmony' symbol.

"When we were designing our new branding we purposely sought icons and characters that would represent health, harmony, wellbeing, life energy", continues Waveny, "therefore our 'Life in Harmony' sign is made up of four pillars. The central needle which denotes acupuncture, and Chinese herbal medicine is represented by the leaves with a subtle Yin Yang - a foundation component of Chinese medicine balancing the circular flow of Qi that unites them all".

In addition the colour of the logo was also taken into consideration.

“Red universally symbolises energy, strength and power to complete the logo and to perfectly illustrate the purpose of Chinese Medicine in achieving balance, harmony and health,” finishes Waveny.

The new AACMA branding will be launched from Thursday 1st February and is available for download from the AACMA Media Kit by clicking this link:

<https://www.dropbox.com/sh/ufh3gtd758scu8w/AABogMahImmV-5pvNyotGHbSa?dl=0>

Chinese New Year is celebrated on Friday 16th February, 2018.

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www.acupuncture.org.au

<https://www.facebook.com/AACMA>

https://www.instagram.com/_aacma/

****Interviews are available on request****

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Who is the Australian Acupuncture & Chinese Medicine Association Ltd (AACMA)?

The AACMA was established in 1973 when traditional Chinese medicine (TCM) was relatively unknown by the western population of Australia. Today, the association represents the majority of qualified acupuncture and TCM practitioners in Australia. We encourage and enable our members to grow as TCM practitioners through professional development opportunities, research and collaboration.

AACMA Four Pillars:

