



natural health practitioners of canada association
association des praticiens de la santé naturelle du canada

North American Alliance Created to Advance Health and Wellness

(Edmonton, Alberta, September 23 2010) The American Massage Therapy Association (AMTA) and the Natural Healthcare Practitioners of Canada Association (NHPCA) announce their agreement to collaborate on discussions for integrated approaches to health care in North America. The collaboration will foster discussions among complementary and alternative health-related professions to advance integrated health care.

"We are delighted to be partnering with AMTA on these discussions," says Paul Buffel, NHPCA President. "We have been talking with AMTA for several years and see an opportunity for the two organizations to work together and move integrated health to a new level." says Paul Buffel, NHPCA President.

"We are very happy to be collaborating with the NHPCA to foster dialogue on integrative health care," says AMTA President Kathleen Miller-Read. "Massage therapy is increasingly a part of integrative approaches to health in both the U.S. and Canada. This relationship will expand the connections AMTA already has built with integrative health organizations in the U.S."

Paul Buffel and Don Himmelman, NHPCA Vice President, joined AMTA at its national convention to announce this relationship. Further discussion on integrated health care also will be part of the 2011 AMTA national convention in Portland, OR.

The Natural Healthcare Practitioners of Canada Association (NHPCA), is Canada's largest voluntary professional association with more than 6,700 Natural Health Practitioners as members. The NHPCA sets internal standards for all 66 currently NHPC recognized natural health practices and is the only organization in Canada setting standards for many of these practices. www.nhpcanada.org

The American Massage Therapy Association is the largest nonprofit, professional association for massage therapists in North American with more than 56,000 massage therapist and massage school members. The association is directed by volunteer leadership and fosters ongoing, direct member-involvement through its 51 chapters. AMTA works to advance the profession through ethics and standards, the promotion of fair and consistent licensing of massage therapists in all states, and public education on the benefits of massage. www.amtamassage.org

Integrated Healthcare integrates conventional and Complementary and Alternative Medicine (treatment options like massage therapy, chiropractic, energy medicine, acupuncture, homeopathy, naturopathy, ect.) systems.

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