

FOR IMMEDIATE RELEASE

Journal of American Association of Integrative Medicine Debuts Print Edition

The American Association of Integrative Medicine's acclaimed Journal is going from online to print starting this Spring in response to growth.

February 16, 2010, Springfield, MO – The American Association of Integrative Medicine (<http://www.aaimedicine.com>), the medical society for the 21st century, today announced that their widely-received flagship periodical, the *Journal of the American Association of Integrative Medicine*, will become a print publication starting with its Spring, 2010 issue. Its mission is to provide a forum for integrative medicine professionals through articles, research, opinion pieces and news.

“Most magazines today are going from print to online rather than the other way around,” said Dr. Zhaoming Chen, Chief Spokesman and Executive Board Chairman for the *American Association of Integrative Medicine* (AAIM). “We are doing the opposite because of tremendous, increased demand in the healthcare industry for integrative medicine information.”

To date, there are only a handful of publications worldwide that are dedicated to bridging the gap between alternative and traditional medicine. The *Journal of the American Association of Integrative Medicine* originally made its debut in 2007 as an online publication and has since achieved worldwide distribution. With this change in format, the Journal will now be accepting advertising from related companies. It will continue to accept article contributions from complementary and alternative medicine (CAM) providers.

For more information, about advertising or submitting a manuscript visit <http://www.aaimedicine.com>.

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About the American Association for Integrative Medicine

Founded in 2000 and headquartered in Springfield, Missouri, the American Association for Integrative Medicine (AAIM) educates and certifies practitioners in the integration of Eastern and Western medicine with the goal of improving clinical outcomes for patients. For consumers, they provide information and education about the benefits of integrative health care, as well as a careful selection of trusted providers. For healthcare providers, AAIM promotes their high standards of professional competence to consumers and provides a gathering place for like-minded individuals who are committed to preserving global indigenous therapies and evaluating new approaches. They have thousands of members worldwide representing over 22 medical specialties. For more information, visit www.aaimedicine.com.

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