



ACUPUNCTURE NEWS

## An Award That Will Help Acupuncture Grow

Editorial Staff

For any profession - particularly a health care profession such as acupuncture - to grow, several critical components are required on an ongoing basis, one of which is recognition outside of the profession itself. That's what makes the National Certification Commission for Acupuncture and Oriental Medicine's honor from the American Society of Association Executives (ASAE) so significant. The NCCAOM has won the 2021 Gold Circle award in the Member /Volunteer Engagement Campaign category, for the commission's NCCAOM Diplomate COVID-19 [Resources and Outreach](#).

"It is such an honor to have received the prestigious ASAE Gold Circle Award for the Member /Volunteer Engagement category," said Mina Larson, NCCAOM chief executive officer, in a press release on PRWeb announcing the award. "Our COVID-19 Resources and Outreach Campaign was a culmination of the extensive work and partnership of the NCCAOM staff and volunteers and the American Society of Acupuncturists to empower and inform the acupuncture medicine community with resources, assistance and valuable information during an unprecedented global pandemic."

This year's Gold Circle competition featured more than 300 submissions (a record number) spanning 15 categories . The NCCAOM and other award winners will be recognized on June 4 in a virtual ceremony during the ASAE's 2021 Marketing, Membership and Communications Conference.



The American Nurses Association won the Overall Excellence Award and a Gold Circle in the Membership Recruitment category for its ANA Member Acquisition COVID Surge. For a complete list of winners in categories such as New Product / Service Launch; Media / Public Relations Campaign; Rebranding Campaign; and more, [click here](#).

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