

Acupuncturetoday.com Featured on National Television Series

"HEALTHY SOLUTIONS" LOOKS AT SOURCES OF ACUPUNCTURE INFORMATION ON THE INTERNET

Editorial Staff



"Where does a consumer find reliable information about alternative care on the Internet?" This question is the topic of a segment on the award-winning national television program "Healthy Solutions" (please see their website at www.healthysolutions.tv for more details). Host Mariette Hartley examines the need that health care consumers have for reliable information on the Web and features *Acupuncture Today's* website, acupuncturetoday.com, as the choice for acupuncture news and information.

The "Healthy Solutions" program-featuring acupuncturetoday.com is scheduled to air as paid programming on the following networks:

- Saturday, June 23rd at 12:00 Noon Eastern Time on CNBC
- Saturday, June 23rd at 7:30 am Eastern Time on The Health Network
- Sunday, June 24th at 7:30 am Eastern Time on The Health Network

Broadcast times and dates are subject to change. Please check [\[url=http://www.acupuncturetoday.com\]](http://www.acupuncturetoday.com)<http://www.acupuncturetoday.com/>[\[url\]](http://www.acupuncturetoday.com/) or www.healthysolutions.tv for broadcast dates and times.

For five seasons, "Healthy Solutions" has been helping to educate and empower audiences to make the most informed choices for themselves and their loved ones. The *Acupuncture Today* story will help to encourage millions of viewers to learn more about acupuncture and health online at acupuncturetoday.com with hundreds of web pages of information. In addition, they can ask questions of Dr. Kevin McNamee, a licensed acupuncturist, on the "Ask an Acupuncturist" forum, and search for an acupuncturist in their area on the Acupuncture Locator directory.

As part of the program's regular promotion, advertising for the segment was placed in three print publications:

1. *Access Magazine* (April 1 issue) - considered "America's guide to the Internet", the publication is featured in the Sunday newspapers to 14.4 million households.
2. *Today's Caregiver* (June issue) - with a circulation of over 150,000 primarily medical healthcare providers.
3. *Monthly Prescribing Reference* (June issue) - a circulation of over 146,000 medical doctors and pharmacists.

In addition, media releases were sent to over 100 major magazines, newspapers and news services announcing the program topics.

This is the first time "Healthy Solutions" has ever featured an acupuncture segment on alternative health. Their usual programming is much more medically oriented. It is hoped that this is one more way to provide reliable information resources to interested consumers. Please consider sharing this information with your clients.

"Healthy Solutions" series is produced and paid for by TV Interactive, an e-quisitor PLC company. For more information on "Healthy Solutions," please contact Lisa Baez, public relations manager, at (561) 368-2300, ext. 3028 or lisa@tvi.net.

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