



FOR IMMEDIATE RELEASE

North American Studio Alliance and the National Institute of Whole Health Partner to Bring Mind-Body & Bodywork Professionals Discounted Whole Health Focused Continuing Education

***NAMASTA Members to Benefit from
Discounted NIWH Whole Health Education Programs***

October 31, 2005, Belmont, CA & Wellesley, MA — The North American Studio Alliance (www.namasta.org), the independent North American organization for the mind-body community and its professionals has joined forces with the National Institute of Whole Health (www.niwh.org), pioneers of Whole Health Education®, and Whole Person Care, creating “a Renaissance of Relationship-Centered Care”, to provide NAMASTA members with a new tool for patient and self-care. NAMASTA members will now have access to the National Institute of Whole Health’s in-person and distance learning based Whole Health Education programs at a discount of \$500 off for Professional Plus members and \$200 off for Associate members. Programs, which are ideal for mind-body professionals and quality for the discount, include Whole Health Counseling, Whole Health Education for Nurses, Whole Health Skills and Whole Health Education for Coaches.

Founded in 1977, the National Institute of Whole Health provides evidence-based education delivered in a relationship-centered, supportive learning environment. This approach integrates the most current medical research with the wisdom of various spiritual teachings and a natural outlook on healing, all of which are centered on integrity and compassion. Endorsed by numerous national associations, including the American Holistic Nurses Education, and approved for continuing education credits, NIWH’s programs provide health and medical professionals with the skills and knowledge to transform their work environment. By providing mindful-presence and respectful listening for patients and co-workers, as well as relationship-centered patient care, patients are invited into the center of their own healing and wellness. The program is ideal for all providers and caregivers desiring to offer more than symptom-oriented care to patients, while facilitating transformation in the work place.

Founded in 2002, The North American Studio Alliance’s mission is to strengthen the mind-body community by providing a link and a resource for mind-body professionals and bodyworkers. Since their inception, their audience has grown to what over 100,000 massage therapists, tens of thousands of bodyworkers and gentle movement teachers and over 5,000 yoga and Pilates studios in North America.

“Education is a key area which we feel will not only strengthen our community today, but for years to come,” said Bernard Slede, President & CEO of NAMASTA. “NIWH’s Whole Health Education programs combine physical health information with spiritual teachings resulting in knowledge of the big picture of health that we feel is extremely beneficial to our constituency.”

The discounted tuition rate is available immediately to NAMASTA members. For more information, contact NAMASTA at www.namasta.org.

###

About the North American Studio Alliance

Founded in 2002, The North American Studio Alliance's mission is to strengthen the mind-body community by providing a link and a resource for mind-body professionals and bodyworkers. Since their inception, their audience has grown to what over 100,000 massage therapists, tens of thousands of bodyworkers and gentle movement teachers and over 5,000 yoga and Pilates studios in North America. For more information, visit www.namasta.org or call (877) 626-2782.

About the National Institute of Whole Health

Founded in 1977 and headquartered in Wellesley, MA, the National Institute of Whole Health (NIWH) produces evidence-based, relationship-centered curriculums, which integrate current scientific and medical research, with the wisdom of various spiritual teachings and a natural outlook on healing, all centered on integrity and compassion. NIWH's offerings include a Norman Cousins Award nominated Best Practice model – the Whole Health Education® certification program, a Whole Health Educator™ program for Nurses, endorsed by the American Holistic Nurses Association as well as associated programs for social workers, CAM practitioners, coaches and individuals which can be completed in-person or as self-study. Recognized by leading medical experts as the pioneers of Whole Health Education®, the school has instructed thousands of students with varying occupations from all over the U.S. For more information, visit www.wholehealtheducation.org or call (888) 354-4325.

Press Contact: Carol Arnold, Arnold Communications, (877) 718-4604, carol@arnoldcomm.com.