



FOR IMMEDIATE RELEASE

NMSA celebrates Naturopathic Medicine Week in Canada and awards Golden Avocado

(PORTLAND, OR.) May 23, 2017--- The Naturopathic Medicine Student Association (NMSA) celebrated Naturopathic Medicine Week (NMW) in Canada from May 8-14. Arguably the most enthusiastic participants were the students at the Canadian College of Naturopathic Medicine (CCNM; Toronto ON) and the Boucher Institute of Naturopathic Medicine (BINM; Vancouver BC). They engaged community members in a series of mental, physical and emotional tasks to vie for the week's infamous prize – the Golden Avocado. Students were to use hashtags #nmwCCNM2017 and #nwmBINM2017 on all social media postings related to naturopathic medicine. The NMSA awards the school with the largest social media presence and naturopathic medicine pride.

Golden Avocado goes to BINM – For their creativity and dedication to making NMW come alive despite an ongoing midterm season, BINM was awarded the coveted Golden Avocado.

“Taking some time away from studying to speak or post about naturopathic medicine was a great way to share our excitement and remember some of the reasons we chose to enter such an incredible profession,” says Jessalyn Shammess, a 2nd year student at BINM.

Learn more about Naturopathic Medicine Week (Canada) events from a student perspective in our [leadership blog series](#). Lastly, we are anticipating the 5th annual NMW in the United States to be held October 8-14.

About the NMSA:

The Naturopathic Medical Student Association (NMSA) is an international, student-governed 501(c)3 non-profit organization established to support naturopathic medical students at accredited schools in the USA and Canada. The NMSA provides access to unique leadership experiences and educational resources, as well as increased access to information on how to succeed in our future careers as healthcare professionals. Learn more at <https://naturopathicstudent.org>.

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