



COLLEGE & ASSOCIATION OF  
**Acupuncturists**  
OF ALBERTA

October 20, 2017

**RE: Radio Advertisement of Acupuncture**

Dear CAAA Members:

We are pleased to announce that the CAAA recently launched a campaign to promote public awareness of acupuncture through collaboration with Rogers Media.

The campaign consists of radio commercials plus digital advertising. For Calgary and surrounding areas, it will be aired through 660News radio station. For Edmonton and surrounding areas, it will be aired through Sonic102.9 radio station. Commercials will be aired best times available during the day. Welcome to tune in!

This campaign will last for about 26 weeks. By the end of the campaign, the CAAA will conduct an evaluation, and the Council will make decisions accordingly.

Sincerely,

College and Association of Acupuncturists of Alberta