

PRESS RELEASE SAMPLE: Rick Bowers

AMG Announces Publication of Its Premiere Issue of *Amplitude* Magazine in February

New Print Publication Will Help Close Information Gap for Amputees

Amplitude Media Group (AMG) is proud to announce the publication in February of its premiere issue of *Amplitude*—a bimonthly print magazine dedicated to making a difference in the lives of amputees, their family members, and their caregivers.

“*Amplitude* will provide valuable news, information, and resources for amputees who want to live more fully,” said Tonja Randolph, president of AMG. “It will offer content on a wide variety of topics, including peer support, active living, emotional issues, tips for daily living, health and wellness, mobility, and adaptive living—anything that will help amputees enjoy all that life has to offer.”

The medical and prosthetic fields are changing at an astonishing rate. As a result, the more than 2 million amputees in the United States need to keep up with important news related to amputation, prosthetics, legislation, insurance issues, and any amputation-related diseases or disorders they might have or be at increased risk for.

“AMG intends to be the main source of relevant information for amputees,” said Randolph, who is also the publisher of *The O&P EDGE*, a well-known magazine for the orthotics and prosthetics industry. “Unfortunately, there is still a significant lack of amputation-related information available, and only a small percentage of amputees are being consistently reached by existing amputation-related organizations and publications. Through AMG’s website, e-newsletter, print magazine, and other information products, we will strive to change that.”

Amplitude will be mailed to AMG subscribers, distributed along with *The O&P EDGE*, and disseminated through a large number of other outlets. For a free subscription, visit the Amplitude website at www.amplitude-media.com and click on the Free Subscription tab.

“Fortunately, something as simple as information can make a huge and sometimes life-changing difference in the lives of amputees,” said Rick Bowers, contributing editor of *Amplitude*. “Many of the problems amputees must deal with can be solved or alleviated by learning about available innovations, products, services, and medical breakthroughs. *Amplitude* will give healthcare providers who work with amputees one more great tool to provide this type of information to their patients.”

If you have general questions about Amplitude magazine or other Amplitude products, contact Rick Bowers, contributing editor, at rick@amplitude-media.com.