

Press release

For immediate release

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New brand and website for global physiotherapy body

World Physiotherapy, the global body for national physiotherapy associations, has launched a new brand and website.

Emma Stokes, World Physiotherapy president, said: “Earlier this year we announced we would be changing our name and it’s exciting to now share our new brand. This is an opportunity for us to clearly explain who we are and how we support the global physiotherapy profession. The new brand is fresh, vibrant, sharp, and concise.

“We’ve been through a lot of change and progress in the past five years and the launch of the new brand and website is the next step.

“The website showcases our member organisations and highlights areas of our work in different parts of the world. We’ve added new sections focusing on our advocacy and project work, reorganised our resources to make it easier for people to find policy, guidelines, and information, and refreshed the content about World PT Day.”

World Physiotherapy was formerly known as the World Confederation for Physical Therapy.

Website www.world.physio
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EDITOR’S NOTES

About physiotherapy

Physiotherapists are experts in developing and maintaining people’s ability to move and function throughout their lives. With an advanced understanding of how the body moves and what keeps it from moving well, they promote wellness, mobility and independence. They treat and prevent many problems caused by pain, illness, disability and disease, sport and work related injuries, ageing and inactivity.

Physiotherapists are educated over several years, giving them a full knowledge of the body’s systems and the skills to treat a wide range of problems. This education is usually university-based, at a level that allows physiotherapists to practise independently. Continuing education

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ensures that they keep up to date with the latest advances in research and practice. Many physiotherapists are engaged in research themselves.

About World Physiotherapy

World Physiotherapy is the profession's global body representing over 625,000 physiotherapists from member organisations in 121 countries. More information: www.world.physio

