



**FOR IMMEDIATE RELEASE**

**An Inside Look at How Athletes Stay Healthy**

***Team Chiropractic Doctor Documents Tour de France***

CARMICHAEL, Calif. – July 7, 2008 – Often considered one of the most challenging athletic competitions in the world and featuring many of the world’s greatest cyclists, the 2,212 mile Tour de France kicked off on July 5th. For many of the competitors making it through the 3-week, 22-day long competition does not come easy. They face great challenges leading up to, during and after the race. Many come to the race with a team of professionals including chiropractors, massage therapists and physicians to tend to their health needs and ensure their physical and mental well-being.

“Maintaining a healthy mind and body is critical to victory and almost inconceivable to expect in events like the Tour de France,” Gerard W. Clum, D.C., president of Life Chiropractic College West, Hayward, California and spokesperson for the Foundation for Chiropractic Progress.

This year fans of the race will be able to get an insider’s view of how the entire team supports the riders through a unique website and blog at [www.becomeyourownchampion.com](http://www.becomeyourownchampion.com).

Updated daily by Dr. Jeff Spencer, team chiropractor for Lance Armstrong, and the United States Postal Service and Discovery Channel Professional Cycling teams, the site follows the trials and tribulations of the team of cyclists as well as the people that support them—from the doctors who tend to the riders to the mechanics that fix their bikes! Dr. Spencer analyzes the ups and downs of the human challenges these teams face and examines how they find the resourcefulness needed to overcome these challenges to become champions.

“What we see on television is the yellow jersey, the end of a stage, or a pile-up along the way. What we never see is everything that goes on to get to the yellow jersey, the dietary issues, and the health care interventions, such as chiropractic care, that are an essential component of victory,” adds Dr. Clum.

For more information on the how chiropractic plays a role in major athletic competitions such as the Tour de France please visit [www.yes2chiropractic.com](http://www.yes2chiropractic.com).

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## **About F4CP**

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation's goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at [www.foundation4cp.com](http://www.foundation4cp.com) or call 866-901-f4cp.