



FOR IMMEDIATE RELEASE

Foundation for Chiropractic Progress helps “Straighten Up” for World Spine Day

CARMICHAEL, Calif. – October 14, 2009 – The Foundation for Chiropractic Progress (www.f4cp.com), a not-for-profit organization dedicated to increasing public awareness of the benefits of chiropractic, joins the 92 national associations that are currently members of the World Federation of Chiropractic in support of World Spine Day taking place on October 16, 2009. Created in 2000 by the International Bone and Joint Decade (IBJD), an organization that promotes better spinal health habits, World Spine Day features “Straighten Up”, a bold and innovative health promotion initiative designed to result in better spinal health and improved quality of life (www.straightenupamerica.org).

As spinal health experts, doctors of chiropractic utilize the “Straighten Up” program as an opportunity to teach simple posture exercises and techniques that will strengthen your core muscles and prevent spinal dysfunction. The program, which has been shaped and tested by a panel of fitness and health experts, is packed into a three minute easy-to-perform routine that is encouraged to be practiced daily.

“Many people are unaware that neuro-musculoskeletal disorders are one of the world’s leading causes of disability, affecting nearly one out of every four adults,” states Gerard Clum, D.C., spokesperson for the Foundation. “World Spine Day gives chiropractors all over the world the ability to educate their current and potential patients on the importance of a healthy spine and how chiropractic care can help maintain overall wellness with its focus on structural integrity, posture and balance.”

In response to the billions of dollars spent each year on low back pain and the need for proper spinal health promotion, the International Bone and Joint Decade created World Spine Day in

2000. World Spine Day, annually recognized during the IBD's National Action Week, is celebrated across the globe as more and more countries identify the need to educate the public on the many burdens associated with neuro-musculoskeletal conditions, as well as drive new research and legislation to improve such care. For more information please visit the Foundation for Chiropractic Progress on the web at 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 or call 866-901-f4cp.