

Media

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**FOR IMMEDIATE RELEASE****Professional Basketball Athletes Rely Significantly on Chiropractic Care**

CARMICHAEL, Calif. – March 21, 2012 – As professional basketball continues to make headlines mid-season and March Madness is underway for college basketball, the Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic, points to the role of doctors of chiropractic (DCs) in helping basketball players perform at their best.

“Chiropractic care helps to give a team and athlete a competitive advantage in whatever sport they participate in. Specifically, it helps to enhance endurance levels, assist in the recovery from many structural injuries and achieve overall peak performance,” shares Dr. Craig Buhler, who for 26 years served as the team DC for the Utah Jazz, treating countless athletes including NBA Hall of Famer John Stockton. “By including chiropractic into an athlete’s regular health practices, one is able to maximize training and optimize functional balance and skill.”

Recently, all-star point guard for the Chicago Bulls and former National Basketball Association Most Valuable Player Derrick Rose shared his success with chiropractic care in recovering from back spasms that forced him to the bench. In an interview with ESPN, Rose says, “The whole week I was seeing a great chiropractor, (Dr.) Stuart Yoss. He did a great job on getting me back.” After missing five games, the longest in Rose’s career, he has returned to play in optimal shape.

Chiropractic care is an important component of sports injury treatment. Professional athletes across the spectrum of sports, including those with the National Football League, Major League Baseball, National Hockey League, Professional Golf and others, rely on the unique care of DCs to help manage and prevent injuries. Many college and high school teams are also recognizing the value of increased access for their athletes.

“A collaboration of several healthcare professionals is key to caring for elite sporting teams,” shares Dr. Buhler. “Chiropractic is an essential component to this healthcare team and, as it continues to become more apparent, athletes are recognizing the value it has for accomplishing their goals of staying in the game and playing at their best.”

To learn more about chiropractic and sports, visit: www.Yes2Chiropractic.com.

About Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress aims to inform and educate the general public about the many benefits associated with chiropractic care. To learn more about the Foundation, visit www.yes2chiropractic.com or call 866-901-F4CP (3427).

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