

PRESS RELEASE

For Immediate Release

Chiropractic Care Included in 2010 Olympic Vancouver Winter Games at On-Site Polyclinic – A First for Olympic Athletes

CARMICHAEL, Calif. – February 4, 2009 – For the first time in the history of the Olympic Games, the 2010 Winter Games in Vancouver, Canada, will include chiropractic care inside the Olympic Village Polyclinic, a multi-disciplinary facility that offers comprehensive health care and medical services. While doctors of chiropractic (D.C.s) have historically been included on the Olympic medical staff, the upcoming events mark the first time that D.C.'s from the host country will be treating athletes and officials from around the world directly inside the Polyclinic.

“This is an historic event not only for the chiropractic profession, but also the athletes who will now have access to the care that will help them prepare their bodies for competition,” states Michael Reed, D.C., MS, DACBSP, and Team USA Medical Director (USOC). “These athletes train hard and endure significant physical demands. Sports-focused D.C.s, along with other members of the sports medicine team, are specially skilled to assist them in reaching peak performance.”

Throughout the years, chiropractic has become a mainstay in the care of world-class athletes, leading to a growing number of D.C.s included in the Olympic Games. Countless athletes attribute the care they receive from their chiropractors -- working along-side other health care professionals – as a key to properly preparing their bodies to perform optimally.

Chiropractic care has experienced several major moments in Olympic history, dating back to Leroy Perry, D.C., who provided chiropractic care to athletes representing Antigua during the 1976 Games in Montreal, Canada. During the 1980 Winter Olympic Games in Lake Placid, NY, George Goodheart, D.C., became the first official chiropractor appointed to the U.S. team. With each subsequent Olympic Games and Pan American Games, the U.S. teams -- along with a

growing number of other national teams -- have included at least one doctor of chiropractic on their medical staff, culminating with the 2010 Winter Games incorporation of chiropractic care inside the Polyclinic.

“Inclusion inside the Polyclinic is another major milestone for the chiropractic profession, and we are grateful to the Host City of Vancouver, the head of Medical Services at the Polyclinic, Jack Taunton, M.D., and to Robert Armitage, D.C., who helped make this possible,” concludes recently promoted USOC Director of Sports Medicine Clinics, Bill Moreau, D.C., DACBSP.

About the Olympic Polyclinic:

The polyclinic is a 10,000-square-foot multi-disciplinary facility that includes comprehensive health care and medical services including emergency medicine (available 24 hours); primary care and sports medicine; a full range of therapy services; dentistry; an eye clinic; imaging; a diagnostic laboratory; and a full spectrum of consultant specialists. Essentially, most health-care needs for athletes or officials residing at the village will be provided at the polyclinic. For life/limb-threatening conditions, Vancouver General Hospital (VGH) is a short distance away.

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.

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