



# CAI calling for all families to engage in spinal week

THE Chiropractic Association of Ireland (CAI) is encouraging adults and children in Cork to 'straighten up' during the sixth annual 'Straighten Up Ireland' Week. The campaign will begin on Monday, October 13 and run for a full week to include **World Spine Day**, on Thursday, October 16. To further raise awareness on **World Spine Day**, the CAI is asking people to take a 'spine selfie' and share via social media using #worldspineday and #spineselfie.

Local Chiropractor Dr Ben Martin will give a free talk and workshop on chiropractic on Tuesday, October 14, at 6.40pm and Thursday, October 16 at 1:10pm at Optimal Chiropractic, Station Road, Ballincollig, Co Cork as part of his participation in 'Straighten up Ireland' Week.

'Straighten Up Ireland' aims to raise awareness of spinal health among adults and children and encourage improved posture to help the people of Cork to look and feel their best. The CAI has developed a series of simple everyday exercises, which will act to improve posture, stabilise core muscle groups, enhance health and prevent spinal disability. Taking a mere three minutes to complete, the exercises can be undertaken by people of all ages with a special program tailored for children. With fun descriptions like 'twisting star', 'the hummingbird', 'the rocker' and 'shaking loose', the whole family will be keen to get involved!

See [www.chiropractic.ie](http://www.chiropractic.ie) for more information on the Chiropractic Association of Ireland, **Straighten Up Ireland Week**. Information leaflets advising how to do the exercises are also available for download.