



THE Chiropractic Association of Ireland (CAI)

is encouraging adults and children to stand tall during **Straighten Up Ireland** Week. The campaign will begin this Monday October 13 and will include **World Spine Day**, on Thursday October 16. To raise awareness, the CAI is asking people to take a 'spine selfie' and share via social media using #worldspineday and #spineselfie. The CAI has developed a series of **simple everyday exercises** which will improve posture and enhance health. During **Straighten Up Ireland** Week, CAI chiropractors will visit schools and businesses to demonstrate the exercises and educate on the importance of looking after your spine. **For more information visit chiropractic.ie.**