



'STRAIGHTEN UP IRELAND' WEEK

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This October, take a moment to think of your spine. The Chiropractic Association of Ireland (CAI) has encouraged people to take care of their posture during the sixth annual 'Straighten Up Ireland' Week, beginning on Monday, October 13 and continuing for the rest of the week.

Thursday, October 16 is **World Spine Day** and the CAI is asking Ireland to participate by taking a 'spine selfie' and share it through social media using #spineselfie and #worldspineday to spread the message around.

The goal of 'Straighten Up Ireland' Week is to encourage improved posture, increase awareness of spinal health, and help people to look and feel better. The CAI has also developed a three-minute exercise programme, which can be downloaded from their website, to help to enhance spinal health and avoid spinal disability.

More information on 'Straighten Up Ireland' Week and on the Chiropractic Association of Ireland can be found on www.chiropractic.ie.