



People of Cork Reminded to 'Straighten Up' This October

Chiropractic Association of Ireland launch a week long campaign to improve posture and overall wellbeing

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 13th October and run for a full week to include **World Spine Day**, on Thursday 16th October. 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 14th Oct, at 6:40pm and Thursday 16th Oct 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!