



PEOPLE OF KERRY REMINDED TO 'STRAIGHTEN UP' THIS OCTOBER

Chiropractic Association of Ireland launch a week long campaign to improve posture and overall wellbeing Ireland, 24th September 2014: The Chiropractic Association of Ireland (CAI) is encouraging adults and children in Kerry 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.



For a full list of Kerry CAI members and activity taking place in your local area for 'Straighten Up Ireland' Week please visit www.chiropractic.ie.

'Straighten Up Ireland' aims to raise awareness of spinal health among adults and children and encourage improved posture to help the people of Kerry 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!

Please visit www.chiropractic.ie for more information on the Chiropractic Association of Ireland, 'Straighten Up Ireland' Week and information leaflets advising how to do the exercises are also available for download.