

FOR IMMEDIATE RELEASE  
2 pages  
(Date)

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(If possible attach photo of you adjusting in the office and Hands for Heroes branded image)

*Local Chiropractor Helps Defuse “Ticking Timebomb” in the Armed Forces”*

**“Hands for Heroes - Free Chiropractic Care For War Veterans”**

(Amend opening paragraph to reflect current figures. Goto [www.handsforheroes.org](http://www.handsforheroes.org) and click on “In Memoriam” for details)

With the tragic news that 2 more young men have died in Afghanistan the total deaths from this conflict has now reached 356.

These deaths are a sad and very tangible indication of the price being paid in the current military operation. Not quite as tangible, but nevertheless very real, is the looming health problem which the armed forces face for over two decades after the current conflict ceases.

The alarm was raised by the Conservatives and David Cameron in 2009 that there was “ticking timebomb” of a mental health problem looming in the armed forces and that many survivors of the conflict will pay a heavy price in terms of psychological problems and self harm.

Government figures released in 2008 indicate that over 7 times more military personnel ended their lives or had an open verdict on their deaths in the years after the 1991 Gulf War than died in the conflict itself.

To date, 535 service personnel have died as a result of operations in Afghanistan and Iraq. This means there could potentially be a toll of over 3500 service personnel ending their lives in the two decades following the withdrawal from Afghanistan.

It is to help defuse this “ticking timebomb” that local chiropractic Doctor (**your name**) of (**your practice**) in (**your town**) was attracted to “Hands for Heroes – Free Chiropractic Care for War Veterans”.

The initiative has raised almost £2 Million worth of care for serving and retired war veterans from Iraq and Afghanistan in the 5 months since starting.

Iraq and Afghanistan war veteran, turned business owner, trainer and author, Craig Hindson formed “Hands for Heroes – Free Chiropractic Care for War Veterans” as a result of his own experiences.

Craig says, “I came back from the 2003 Iraq War and for the first time in my life I was “flat”. Months later I had a breakdown. I went down the usual route of medication and things got much worse. Frankly, if I had had an “off” switch I would have flicked it.

Then I read a book about the early chiropractors and about how they reportedly had 2.5 times the results with “mental health” problems than the equivalent medical institutes.

This gave me the confidence to come off the medication and I took regular chiropractic care. With my chiropractic doctor’s help I recovered my health. I know my new understanding of the body and how it works literally saved my life.”

“Craig’s experiences are really quite common in chiropractic case studies,” Doctor (Your name) explains. “The original premise behind Chiropractic was that it improved nervous system function. Today we hear how it can be effective with back and neck problems. This is really a “side-effect” of improving performance of the nervous system by removing the results of physical, chemical and emotional trauma.”

For information on how to get free chiropractic care for veterans from Afghanistan or Iraq visit [www.handsforheroes.org](http://www.handsforheroes.org)

To learn more about improving function through chiropractic care call Doctor (Your name) on (your telephone number).

**NOTE TO CHIROPRACTORS:** Laws concerning advertising and practice promotion vary from country to country. It is your responsibility to comply with applicable laws. Particular caution is advised if a news release is used as a paid advertisement or as part of a practitioner’s regular opinion column.