

FOR IMMEDIATE RELEASE
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(Date)

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(Attach an appropriate photo of you adjusting and also attach the Hands for Heroes branded images. They may or may not use them but it makes them “see” the story better)

Local Chiropractor Joins National Movement to Provide Much Needed Care for Our Troops

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

Local Chiropractic Doctor, **Your Name**, based in **Your Town** is part of the team at “Hands for Heroes – Free Chiropractic Care for War Veterans”.

This recent initiative has, to date, raised just under £4.4 million worth of free chiropractic care for serving and retired veterans who have been involved in the Iraq and Afghanistan operations. Over 125 chiropractic offices across the UK are members of the scheme.

The movement was initially started in September 2010 by a group of chiropractic patients, which included ex-servicemen and women. They had realized there were many benefits, both mental and as well as physical, to this natural, non-invasive type of health care.

“When I returned from the Iraq War in 2003 I felt very ‘flat,’” relates Craig Hindson, the founder of Hands for Heroes. “I had been attached to the Royal Marine Commandos during the invasion. This was the third war zone I’d been in, having also served in Afghanistan and the Former Yugoslavia operations. Despite believing that people with mental health challenges were “making it up” I myself ended up having a major breakdown, months after retuning from operations.

The usual route of medication made things worse for me, and if I’d had an “off” switch I would have flicked it”. Then I met an 80 year-old chiropractic doctor. He was trained by the first ever chiropractor and he explained that the original premise behind chiropractic care was that it could improve nerve system function and thus the whole body function. It was not just about bad necks and backs.

Using these ideas I took myself off the medication, took regular chiropractic care and worked hard to improve my health all round. That was six years ago. I am now a successful business owner, author and health-trainer. As part of a team, I have been helping raise the health of GPs, nurses, solicitors and street-cleaners using these principles.

Last year after reading that up to 7 times more people ended their lives in the aftermath of the 1991 Gulf War than died in the war itself, I realized that the military needs chiropractic care more than ever to help their people overcome the physical, chemical and emotional stresses of war. That is why I started “Hands for Heroes – Free Chiropractic Care for War Veterans” and the response from the UK’s chiropractic community has been one of overwhelming support.

I was delighted when Dr **your name** volunteered to help out as a “Hands For Heroes” our representative in **your town**). It is quite a commitment of time, energy and money for the chiropractor. But as chiropractic is not provided through the Military or the NHS, there are tens of thousands of servicemen and women who can benefit from Dr **your name’s** commitment.”

Doctor **your name** of **your practice name** says that “Hands for Heroes” made sense to **him/her** because ... **your reasons**.

Whilst chiropractic care is not a cure for any condition, by helping to improve the function of the nervous system and body there have been many case studies showing that people under high levels of physical, chemical and emotion stress get a variety of health benefits.

For further details of how you or your loved ones can benefit from this service or how you can contribute please visit www.handsforheroes.org or telephone Dr **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.