



FOR IMMEDIATE RELEASE

**CHIROPRACTIC CARE:
ON THE ROAD WITH “THE WIGGLES” AND OTHER CELEBRITIES**

Chicago, IL/CARMICHAEL, Calif. – October 17, 2007 – When entertainers such as the Australian children’s entertainment group “The Wiggles”, and their cast and crew members are on tour, they often discover that chiropractic care is an essential ingredient for addressing the impact of demanding schedules, late hours and constant physical exertion. Many of these entertainers during their national tours turn to Heidi Froehlich, Heidi’s Fabulous Fatigue Fighters Worldwide, <http://www.FabulousFatigueFighters.com> a reliable resource for chiropractors, massage therapists and wellness professionals.

“Nearly all of the 14 dancers on tour with The Wiggles were suffering from shin splints, sore knees and hamstring problems from their grueling tour schedule before enlisting the help of Dr. James Stoxen's in 2004,” said Anthony Field, the “blue Wiggle,” speaking from Sydney, Australia.

“Many of their pains were due to lack of proper injury prevention exercises and poor dance performance footwear,” Field said. “Dr. Stoxen a local Chicago chiropractor showed us exercises and the right footwear. Once the foot was right, the rest of our bodies were OK.”

Too often, in fact, athletic shoes cause body aches that people don't associate with their footwear, says Stoxen. The foot becomes lazy as the muscles that would naturally be exercised while walking are allowed to remain lax, he says. “Walking and running (are) a natural stress placed on the foot,” he said. “Each step we take puts a stress on the body muscles. They rebuild and the body gets stronger. The arch of the foot has a natural spring mechanism that through evolution has allowed walking and running efficiently. It's a magnificent structure, the foot.

Dr. Stoxen explains that, “Shoes designed with too much spongy material increases the natural stress the on foot and the arch. Initially, the leg muscles compensate, but eventually, they become exhausted.”

“The realignment can lead to the displacement of the kneecap, hip and back,” says Stoxen who is working with major shoe manufacturers to design a better athletic shoe that will replicate "natural barefoot" walking and running, and presumably eliminate the foot, knee and hip problems that can develop later in life.

Chiropractic care is now recognized as one the most effective approaches to achieving wellness and optimal health, asserts The Foundation for Chiropractic Progress (FCP) www.f4cp.com, an organization dedicated to increasing the awareness about the benefits of Chiropractic services.

“Entertainers with physically demanding tour schedules benefit significantly from chiropractic care because the relief is often immediate,” says James Stoxen, DC. He has lectured to over 20,000 medical doctors and scientists from 60 countries on the effects of abnormal biomechanics of the foot and the effect on the musculoskeletal system. Over the last 4 years he has been called to treat the cast and crew of over 130 concert tours including more than 40 Grammy-nominated recording artists. He is a favorite of the Australian children's and The Wiggles that entertain young children across the world.

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About F4CP

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation’s goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at www.foundation4cp.com or call 866-901-f4cp.