



NEWS RELEASE

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Function and Comfort over Fashion as Kids Head Back to School

RICHMOND - With kids back to school, the British Columbia Chiropractic Association is launching a series of television public service announcements to educate and inform parents about the potential problems for kids' spines caused by an overweight or inappropriately fitted backpack.

The BC Government is supporting the British Columbia Chiropractic Association as they launch "Pack It Light Pack It Right", a public awareness campaign focussed on educating British Columbian's about how to prevent spine and related injuries for children.

"Through ActNow BC, we support all British Columbians- from children to seniors – to make the best lifestyle decision to promote good health," said Minister Stan Hagen, on behalf of ActNow BC Minister Gordon Hogg. "Promoting healthy backs through creating an awareness of potential problems for children when they carry backpacks that are too heavy is an important part of spinal health that can impact a child's sense of well-being."

By the time most kids are teenagers, over 50% of them will experience spine and related back pain episodes.

"Far too often, children's spine and back complaints are ignored as growing pains," said Dr. Jim Cooper, President of the BC Chiropractic Association. "In fact, growing shouldn't be painful. If your child is complaining of spine and related pains take the time to talk to them and understand what may be the cause."

Whether sitting at school or home, spine complaints should not be a distraction from learning or prevent participation in fitness activities.

"Just like other choices, backpacks come in all types of sizes and fashions, but don't be fooled by the latest trend or cheapest pack," said Dr. Don Nixdorf, Executive Director of the BC Chiropractic Association. "Function, form and comfort take precedence over fashion on this one."

The British Columbia Chiropractic Association is a primary care profession, established since 1934. For more information about the BC Chiropractic Association visit www.bcchiro.com.

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Media Contact
Dr. Jim Cooper, President
250 492-2755

Dr. Don Nixdorf, Executive Director
604 728-7787