



The Dr. Don show adds Penticton to their "growing" radio network!

For Immediate Release

(RICHMOND, B.C., 20 October 2011) – South Okanagan residents will soon be able to get their weekly dose of wellness through the radio. Astral Radio's health program called "The Dr. Don Show: It's Your Health, It's Your Life" will broadcast on Penticton's 800AM EZ Rock live every Monday night at 7:00 pm beginning Monday, October 24. The syndicated open-line show has already found success with three other BC radio stations, AM650 Vancouver, AM1150 Kelowna and CFTK AM Terrace, with 800 EZ Rock Penticton bringing the total to four.

"We are thrilled to introduce the new health program to the Penticton audience," says Dr. Don Nixdorf, chiropractor, British Columbia Chiropractic Association (BCCA) Executive Director and host of the Dr. Don Show. "This is our commitment to achieving the goal of empowering British Columbians to take control of their health and make more informed health decisions."

Sponsored by the BCCA, the program focuses on all perspectives of health care, features research and discusses policy in an effort to inform the public about their role in their health. National and international guests with expertise in health, wellness and the politics of Medicare are featured each week, providing an honest view of topics discussed. Whether you are concerned about skin cancer detection or want to learn more about seniors living, Dr. Don invites the audience to listen and call in. Thanks to the power of the internet, "listeners" can also watch the show online through live video at am650.com.

Every person is responsible for their own health and it is time to take control. The BCCA encourages everyone that is concerned about the state of health care to tune in each Monday evening at 7:00pm to the Astral Radio Network.

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The British Columbia Chiropractic Association (BCCA) is the voluntary professional organization that represents B.C.'s chiropractic doctors on matters including health policy, public relations, and liaison with health authorities. First established as the College and Association by legislation in 1934, the BCCA became a separate entity October 16, 1991 for the increased awareness and improvement of health care outcomes.

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