

Chiropractic in the Air

AMERICAN AIRLINES FEATURES CHIROPRACTIC IN ITS AUDIO PROGRAMMING
IN JANUARY

Editorial Staff

During January 2003, American Airlines will feature an audio interview with noted chiropractic researcher John Triano, DC, PhD, on its Executive Lifestyles Channel. The interview will be available on approximately 23,000 American Airlines flights worldwide throughout the month, which means an estimated three million people will have the opportunity to learn more about the benefits of chiropractic while flying American.

The interview, listed in American's *In-flight Entertainment Guide*, presents the listener with important information about chiropractic:

"According to reports, last year 20 million back-pain-sufferers found relief by visiting a chiropractor. Orthopedic surgeons and specialists, like the ones at the Texas Back Institute, are still very busy. They handle plenty of patients with chronic spinal pain or pain from accidents. But in a striking change, they see themselves as doctors of last resort.

"Research has shown that chiropractic can relieve pain in the lower back.

"Most people do think of chiropractic in terms of helping lower back pain. However, chiropractic is a discipline, and what we do is take care of musculoskeletal or muscle, bone and joint complaints. So you could think of chiropractic for back, leg, neck, arm pain and headaches."

Elizabeth Montgomery, executive producer of American's Sky Radio Network remarked about the value of featuring this interview: "Dr. John Triano and the Texas Back Institute are ushering in the future of back pain treatment by integrating traditional medicine with chiropractic and holistic care. Our passengers need to know what options are available to them as patients, and we hope that others in the medical field will follow their lead."

To listen to the interview or read the transcript please go to: www.chiroweb.com/american.

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