



NEWS / PROFESSION

Canadian Post Presents Chiropractic Memorial Stamp

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Editorial Staff

After months of work, the designs for the Canadian chiropractic commemorative stamp booklet and its cover were unveiled at the 1995 Canadian chiropractic convention. The stamp booklet will not be introduced to the public until September 15th.

Tom Charlton, GM of mail operations-central for Canada Post, presented the chiropractic profession with an artwork memorial of the auspicious event.



(From left): Tom Charlton, GM of mail operations-central for Canada Post unveils the artwork for the Canadian chiropractic stamp booklet with the help of Dr. Jean Moss, president of Canadian Memorial Chiropractic College, and Dr. Greg Dunn, who headed the committee that worked

tirelessly to make the chiropractic stamp a reality.

The Canadian chiropractic stamp commemorates the:

- 50th anniversary of the Canadian Memorial Chiropractic College
- 100th anniversary of the chiropractic profession
- 150th anniversary of the birth of D.D. Palmer

Mr. Charlton of the Canada Post describes the chiropractic commemorative stamp booklet as containing 10 green/gold pressure-sensitive stamps, shaped in the form of a central circle with wing-like banners on either side. The central circle on each stamp has been left blank, so that the mailer may add one of the four special sticker designs bearing chiropractic images: Daniel David Palmer; the new Canadian Memorial Chiropractic College; the new logo of the Canadian Chiropractic Association; and the hands of a chiropractor in a thrust position. Each stamp booklet comes with a package of 15 stickers, giving the mailer the freedom of choice to select the chiropractic image to affix within the stamp's circle.

The front of the stamp booklet displays a mosaic of images on the theme of chiropractic. A brief text on the history of chiropractic treatment is printed on the back of the booklet cover, and on the reverse side of the sticker panel.

"It would be an understatement if I said that our relationship with Canada Post did not get off on the right foot," confessed Greg Dunn, DC, who spearheaded the CCA's effort to get the chiropractic commemorative stamp produced.



Dr. Greg Dunn (middle) receives a special award for dedication to the chiropractic profession from Dr. Richard Giguere (right), president of the Canadian Chiropractic Association (CCA), and Dr. Douglas Pooley, chairman of the CCA Convention Committee.

Dr. Dunn said it was persistence and an unprecedented information campaign involving chiropractors, patients, members of parliament and the senate, the media and the "justice of our cause" that convinced Canada Post to reconsider their decision not to grant a commemorative stamp for 1995.

Dr. Dunn added: "Once we were able to sit in the same room together we were able to convince the Canada Post Corporation of the importance of this historic event to our profession and to Canadians," Mr. Dunn explained. "To their credit Canada Post understood the message. They reversed their decision and granted us a centennial commemorative stamp. Canada Post has now become one of our most important corporate partners in our history. They spent countless hours studying us, they requested volumes of information including historical data as well as the current research; they put together briefing documents; they allowed us input in every step of the development of the artwork and the narrative that will accompany it; and they have become proactive with us in the marketing of this stamp in Canada and throughout the world."

"Commemorative stamps featuring Canadians, their accomplishments and our nation's history, allow Canada Post to remind all Canadians of who we are, where we came from, and what is important to us," said Canada Post GM Tom Charlton. He noted that Canadian stamps travel to virtually every country and serve as what he called "national ambassadors carrying our pride

around the world."

Congratulations to the Canadian chiropractic profession! Their stamp will indeed spread the message of chiropractic across Canada and around the world.

This is a limited edition postage stamp. To order your own booklet(s), please use the order form below:

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