

Washingtonian Magazine Rates King Koil as Best Mattress

Editorial Staff

Washingtonian magazine, a Washington, D.C. publication with a circulation of over 160,000, recently rated King Koil Spinal Guard mattresses as the best in its annual "Best and Worst" July issue. The International Chiropractors Association (ICA) has endorsed King Koil Spinal Guard mattresses since 1969.

The magazine quotes Julia Wray, D.C. of Alexandria, Virginia describing King Koil as "the Cadillac of mattresses." Dr. Wray explains in the article that unlike many other mattresses, the King Koil's reinforced center better supports the heaviest part of the body during sleep.

The ICA Posture Committee works closely with King Koil in creating posturally-supportive products. The partnership has resulted in the development of 12 different styles of chiropractically-sound bedding. Over two million people worldwide now own a King Koil sleep set.

ACA Joins Red Cross in Back Injury Prevention Program

The American Chiropractic Association (ACA) has entered into a sponsorship and joint education program with the American Red Cross to educate the public on back injury prevention.

The ACA House of Delegates approved the ACA's exclusive sponsorship of the program at the May 15th annual business meeting in Chicago. The ACA's name and logo will appear on all of the American Red Cross brochures used in this nationwide program.

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