



Canadian Memorial Chiropractic College

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ATTENTION: CHIROPRACTIC MEDIA

FOR IMMEDIATE RELEASE:

September 18 is CMCC's Grand Opening of New Campus

Toronto, July 15, 2004 —

The Canadian Memorial Chiropractic College is entering an exciting new era with the opening of its new state-of-the-art campus at 6100 Leslie Street in Toronto.

"It will be a little bittersweet," says Dr. Jean Moss, CMCC's President, "as we say good-bye to the fond memories, moments and milestones we've enjoyed at the 1900 Bayview Avenue campus. "But we are all eager to begin the next school year at our new home."

According to Dr. Moss, CMCC's new home will offer students, staff and faculty modern, state-of-the-art facilities that will facilitate the best in chiropractic education and research. The lecture halls will be equipped with the latest in audio-visual technology. The library, like other great universities, colleges and institutions, will be a strong pillar of campus life and a vibrant centre of activity. The teaching clinic and Supply Centre & Bookstore will be visible and inviting for clients and patients who have come to rely on CMCC as the centre for their healthcare needs.

"It's a very attractive building architecturally," says Dr. Moss. "With its distinctive roof, Tyndall stone and glass façade, the building will make a bold statement to the public about the chiropractic profession."

How have they managed to pull together such an impressive project?

According to campaign co-chair Dr. Vince Sinclair, "CMCC is approaching the halfway mark in the *HANDS ON THE FUTURE®* capital campaign that will complete this impressive building, but we still have much work to do."

Indeed, ambition doesn't come into fruition without broad-based commitment. "We must," says Dr. Sinclair, "have the support of every chiropractor in Canada and from CMCC alumni and friends around the world. CMCC is Canada's national college; it must remain strong and the cornerstone of chiropractic for years to come. This is an historic opportunity to show our profession's solidarity by supporting this campaign."

The goal of CMCC's *HANDS ON THE FUTURE®* capital campaign is \$30 million. Dr. Sinclair, along with his Canadian colleagues urge all who care about our profession to visit CMCC's website, www.cmcc.ca where you can see updated construction pictures and more information on the campaign.

The building will be ready, says Dr. Moss. "Construction is progressing on schedule for students to begin classes in the fall at the new facility."

On Saturday, September 18, 2004 the Grand Opening Celebration will officially open the new campus. This date is a

historically significant anniversary for chiropractic—the date of the first adjustment in 1895—but it is also one for CMCC. Back in 1945, on September 18, CMCC first opened its doors at 252 Bloor Street West in Toronto.

“The September 18 celebration will include a relay, ribbon cutting, open house and a dinner and dance at Le Parc. It’s going to be a very special event,” says Dr. Sinclair. “Please support CMCC by making a pledge to the campaign. Join us on September 18 as we celebrate a tomorrow every bit as bright as our past.”

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