



Canadian Memorial Chiropractic College

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FOR IMMEDIATE RELEASE:

Toronto Patients Will Benefit From World-Class Research Clinic

Toronto, August 30, 2004 —

Those familiar with the Leslie and Cummer community in Toronto's North York will already have noticed an impressive new 150,000 sq. ft. facility taking shape at 6100 Leslie. The building is the new home of the Canadian Memorial Chiropractic College (CMCC).

"It's going to mean a world-class facility for patients," says CMCC President Dr. Jean Moss. "Patients will be able to take advantage of our teaching clinic, rehabilitation centre, and know that their affordable treatment is directed by some of the most experienced chiropractic practitioners and researchers in the world. Also, CMCC's Supply Centre and Bookstore is open directly to the public and offers a convenient place to purchase much-needed health care products."

While the new clinic will open to patients as early as September 13, **a celebratory day including an open house will take place on Saturday, September 18 beginning at 1:30pm.** This day will mark CMCC's official opening.

"We're throwing open our doors. Everyone is invited on September 18," says Dr. Moss. "It's going to be a fun-filled, family day. We are looking forward to meeting and serving our new community. We hope everyone will drop by, get acquainted with CMCC and learn more about the benefits of chiropractic care."

"This is the start of an exciting new era for chiropractic education and research," says Dr. Moss. CMCC's new home will offer students and faculty state-of-the-art facilities. 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 and Bookstore has ample parking, good TTC access, and will be visible and inviting for clients and patients who have come to rely on CMCC as the centre for their health care needs.

Chiropractic is one of the largest primary-contact professions in Canada, with over 7,000 practicing chiropractors treating approximately 4.5 million Canadians annually with drug-free, non-invasive, hands-on care. Chiropractors assess disorders related to the spine, nervous system and joints of the extremities and provide a diagnosis for treatment of these disorders. Students studying to become a chiropractor must have completed at least three years of university prior to admission at CMCC. It takes four years of study to graduate as a Doctor of Chiropractic.

Opened in 1945, the Canadian Memorial Chiropractic College (CMCC) has been located for the last 30 years at 1900 Bayview Avenue. CMCC remains on the forefront of chiropractic education and research and is recognized as a world leader in the chiropractic profession. CMCC is a fully accredited, limited enrolment, professional educational institution. It receives no direct government funding and relies on membership, tuition, and donations for support.

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*To arrange an interview or for further information about the September 18 Open House Event, contact David Coleman, Director Alumni Affairs, (416) 482-2340 ext. 146 dcoleman@cmcc.ca.
For general information about chiropractic or CMCC: contact: Jonathan Bennett, Director Communications, CMCC, (416) 482-2340 ext. 274, jbennett@cmcc.ca.*

Photography / Interview Opportunities

**Patients in new clinic: interviews & photo opportunities available by request.
Sept. 18 Open House: photo opportunities available.**