

Riverside Chiropractic

NEWS RELEASE

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Tuesday, March 16, 2010

FOR IMMEDIATE RELEASE

A Night of Indulgence: Women Maximize the Wellness in Your Lives and Health in a Holistic Approach

Janesville, Wis. – Riverside Chiropractic is sponsoring a “Night of Indulgence” from 7 to 10 p.m. on March 13 at the Janesville Community Center, located on 9937 East County Road A. The goal of the event is to raise \$10,000 for women’s health program in the Janesville area.

“A Night of Indulgence” is a way for women of the community to learn how to maximize wellness and health in their through a holistic approach. Tickets are \$35 per person, or two for \$50. Guests will receive many complementary products and services. Everyone will receive “O” the book, a massage, and an aesthetics assessment. There will also be make-up consultants to provide a mini-makeover. Riverside Chiropractic will be providing chiropractic and acupuncture consultations. There will also be Bikram yoga and pilates demonstrations.

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Additionally, healthy hors d'oeuvres will be served, including chocolate covered strawberries, red wine, crudités, and a special treat of charcuterie donated by Mark Bianchini from Bianchini Brands.

Special guests of the evening are Dr. Nancy Synderman, CNN's health reporter, Bob Greene, Oprah's personal trainer, and Dr. Jenny Geiger. Bob Greene will give a speech on "Oprah's 5 Secrets to Health and Happiness," and Dr. Jenny Geiger will be the keynote speaker talking about "The Invaluable Secrets of Chiropractics."

Riverside Chiropractic's mission is to provide the highest quality of chiropractic care to patients; to educate and enlighten people about the benefits of chiropractic regardless of age or circumstance; and promote a new vision of healthcare, one in which health is maintained, sickness avoided and the miracle of life fully expressed. Riverside Chiropractic is located on 104 East Main Street in Waterford, Wis. Additional information is available on at <http://www.riversidechiropractic.net/>.

For more information about "A Night of Indulgence," contact Megan Kressin at 262-565-3647.

Media List

Waterford Post (newspaper)

Editor: Mark Dudzik

Telephone: (262) 763-3511 ext. 137

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Wisconsin State Journal (newspaper)

Editor: John Smalley

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The Janesville Gazette (newspaper)

Editor: Scott Angus

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Email: newsroom@gazettextra.com

Daily Jefferson County Union (newspaper)

Editor: Randall Dullum

Telephone: (920) 563-5553

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Demographics

The new release for “A Night of Indulgence” is targeting women for their demographic audience. The idea of being pampered and receiving all the complementary gifts (makeovers, massages, etc.) and are something women would be more interested in than men. However, this is not event that women from all over will be able to attend. Thus the geo-demographic audience for this event is for citizens of Janesville and the surrounding area (Waterford, Jefferson, Fort Atkinson, etc.) Finally, the last audience targeted is women concerned about their health and wellness. Women with these interests will make up the psycho-demographic.