

Riverside Chiropractic

NEWS RELEASE

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FOR IMMEDIATE RELEASE

The Night of Indulgence Focuses on Women's Health

Janesville, Wis.—The Night of Indulgence will be held from 7-10 p.m. on Saturday, March 13, at the Janesville Community Center, located at 9937 East County Road A.

The Night of Indulgence is an event that focuses on women and how to maximize wellness in their lives and health in a holistic approach. Tickets will sell at \$35 per person, but if two women register together the cost is only be \$50. The goal of the event is to raise \$10,000 for women's health programs in the Janesville area.

Dr. Jenny Geiger, owner of Riverside Chiropractic will be the keynote speaker. Other speakers include Dr. Nancy Snyderman, health reporter from CNN, and Bob Greene, personal trainer for Oprah. Attendees will receive an advance complimentary copy of the book, "O."

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EVENT—2

Attendees will also receive a complimentary massage, an aesthetic assessment, and cosmetic consultations. Chiropractic and acupuncture consultants will also be available. Attendees will be able to watch demonstrations for bikram yoga and pilates as well.

The event will be offering healthy hors'orderves with a hint of indulgence, including chocolate covered strawberries, red wine, and crudites. Charcuterie will also be offered by the donation of Mark Bianchini of Bianchini Brands.

Riverside Chiropractic will be sponsoring The Night of Indulgence. Established in 2000, the mission statement of Riverside Chiropractic is to serve and provide only 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 health care, one in which health is maintained, sickness avoided and the miracle of life fully expressed.

For more information about The Night of Indulgence or Riverside Chiropractic, contact Britta Svoboda at 815-985-8941.

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Media List

Daily Jefferson County Union, Pam Chickering Wilson, staff writer, 920-563-5553
pchickering@hotmail.com

The Janesville Messenger, Eric Struerer, reporter, 608-752-0777,
newsdesk@communityshoppers.com

The Janesville Gazette, Gina Duwe, reporter, 608-755-8294, newsroom@gazette.com

Milton Courier, Rick Miller, associate editor, 608-868-2442, couriernews@charter.net

Target Audience

Demographics

The focus is on women, ages 30 and older. Older women need more health consultation. Middle class to high class women are targeted because of the ticket price and atmosphere.

Geodemographics

The targeted audience lives in the Midwest. More specifically, they live in Wisconsin, in the Janesville and surrounding area.

Psychographics

The event targets women who are concerned or interested in health and wellness in their lives. They care about health programs for women in their area. They enjoy complimentary perks. They are concerned about living a healthy lifestyle. They may value beauty if they want cosmetic consultation. They may live a hectic lifestyle and want to engage in peaceful exercise that will relieve stress, like bikram yoga and pilates.