

FOR IMMEDIATE RELEASE  
Contact: Linda Angér  
248-276-2429  
linda@thewriteconcept.com

# SAMPLE

## NEWS RELEASE

### the long drive for pain relief is over

<Midland, MI> Richard and Phyllis Klender of Omer used to drive 250-miles round trip to Rochester, Michigan for a 15-minute Chiropractic adjustment. The drive was 550-miles round-trip for Debbie Baker of Indian River. But the benefits far outweighed the inconvenience, and their trips were cut in half when their doctor, John Kowalczyk, opened a satellite office in Midland.

Dr. John Kowalczyk is one of only six Michigan Chiropractors trained in the NUCCA technique. NUCCA, an acronym for the National Upper Cervical Chiropractic Association, is a form of Chiropractic that focuses solely on the Atlas – the donut-like bone that surrounds the brain stem, located at the top of the spine and the base of the skull. NUCCA replaces the twisting, cracking and popping of traditional chiropractic with a very specific but gentle pressure that eases the bone into proper position. The technique is based on precise mathematical calculations, physics, and biomechanics.

“With x-rays, we can measure and treat bone displacement down to 3/4 of a degree,” Dr. Kowalczyk says. “That is about the same thickness as your fingernail.” The gentle touch and controlled contact on the first vertebrae – the Atlas – achieved through the NUCCA process, restores balance to the entire spine and all body systems.

Under Dr. Kowalczyk’s care, the chronic low back pain Richard Klender experienced from an injury sustained 25 years ago is gone. “I had some relief from other medical professionals in the past, but still felt like I had a dull toothache in my back,” Klender says. “I’ve been free from pain since my first visit with John.” Phyllis Klender – Richard’s wife, also gained immediate and consistent relief from a chronic sciatic nerve condition.

Debbie Baker, who suffers from severe fibromyalgia, was swallowing 500 mg of Vicodin four times a day and could barely get out of bed two years ago, when a friend suggested she see Dr. Kowalczyk. Today, she is mobile, energetic, and gleefully free from pain and medication. “John has truly given my life back to me,” she says emotionally. “Without him, there is no question I would be living in a wheelchair right now.”

Certified Massage Therapist Dionne Gorske – also one of John’s patients – suggested he share her office space after she had referred nearly 40 of her clients to him. “John’s skill is amazing,” Gorske says. “Massage Therapy and Cranio-Sacral work can do a lot, but there are many people who need something more. People practically get on their knees to thank me for sending them to John.”

Dr. Kowalczyk currently sees local patients on Wednesday afternoons from 4 – 6 p.m., inside the Angel Heart Studio at 4702 James Savage, in Midland. Appointments may be scheduled by calling Dr. Kowalczyk’s Rochester offices at 248-652-7225.

For more information, or to schedule an interview, please contact Dr. Kowalczyk at Balanced Living Chiropractic in Rochester, 248-652-7225. The Klenders, Debbie Baker, and Dionne Gorske are available for in-depth interviews upon request.

The Write Concept, Inc.  
3128 Walton Blvd. #196  
Rochester Hills, MI 48309  
248-276-2429