



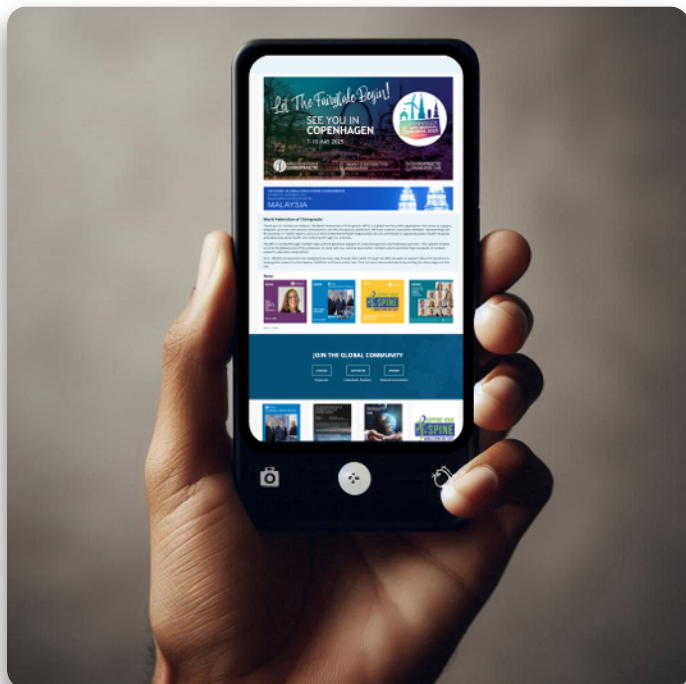
## WORLD FEDERATION OF CHIROPRACTIC LAUNCHES GROUNDBREAKING MULTILINGUAL WEBSITE POWERED BY MACHINE LEARNING

### FOR IMMEDIATE RELEASE

**Toronto, June 17, 2024**– The World Federation of Chiropractic (WFC) today announced the launch of its completely redesigned website, <https://www.wfc.org/>, offering a seamless user experience in multiple languages. This innovative platform leverages cutting-edge machine learning algorithms to personalize the language experience and continuously improve its accuracy.

“We are thrilled to unveil this dynamic website that caters to a global audience,” said Secretary-General Richard Brown. “The WFC is committed to promoting chiropractic care worldwide, and this multilingual platform removes language barriers, ensuring everyone has equitable access to valuable information.”

The WFC’s new website features include:



- **Multilingual Support:** Users can access the website in various languages, with a groundbreaking machine learning system that personalizes the translation and adapts to user preferences and corrections over time. This ensures a more intuitive and accurate language experience with each visit.
- **User-Friendly Design:** The website boasts a clean and user-friendly design, optimized for easy navigation across all devices, from desktops and laptops to tablets and smartphones. This ensures accessibility for everyone, regardless of their location or technical expertise.
- **Comprehensive Content:** The website provides a wealth of information about chiropractic care and the organization itself. Visitors can explore the history and core



principles of chiropractic practice, along with its role in global public health. Whether you're a chiropractor, a patient, or simply curious about chiropractic care, the WFC website serves as a comprehensive resource.

"The machine learning aspect of our website is truly groundbreaking," added the Director of Strategy & Policy, Dr. Rebekah Wilks. "This technology will not only personalize the user experience but also continuously improve the accuracy of the translations, ensuring clear and consistent communication across languages."

The WFC's new website is a valuable resource for patients, healthcare professionals and anyone

interested in learning more about chiropractic care. With its multilingual capabilities and user-friendly design, the website connects people from all over the world and empowers them to make informed decisions about their health.

### **About the World Federation of Chiropractic**

The World Federation of Chiropractic (WFC) is the global voice of chiropractic, representing chiropractors from over 90 countries in 7 world regions. Its purpose is to advance awareness, utilization and integration of chiropractic internationally. It promotes the highest standards of chiropractic education, research and clinical practice.

---