



## FOOT LEVELERS ANNOUNCED AS SPONSOR OF WORLD SPINE DAY COMPETITION

*Toronto, September 26, 2024.* Foot Levelers, the world's leading handcrafted custom, flexible orthotics provider, has been announced as the exclusive sponsor of the 2024 World Federation of Chiropractic's (WFC) World Spine Day Competition's. World Spine Day, coordinated by the WFC, is celebrated on October 16 each year. The theme of this year's World Spine Day is "Support Your Spine".

The WFC's competition encourages national chiropractic associations, educational institutions and private clinics to hold events and activities to celebrate World Spine Day and contribute to what is thought to be the largest single public health event dedicated to highlighting the burden of spinal pain and disability.

Coordinated by the WFC, World Spine Day is celebrated by professional organizations, advocacy groups and even governments throughout the world.

WFC Secretary-General Richard Brown praised Foot Levelers' contribution to chiropractic care.

"We're excited about this renewed partnership with Foot Levelers as we coordinate World Spine Day," he said. "The support that Foot Levelers has provided in supporting the global chiropractic profession is legendary and its contribution to promoting public health by supporting the World Spine Day competition speaks volumes."

Since its founding in 1952 by chiropractor Dr.



Monte Greenawalt, Foot Levelers ([www.footlevelers.com](http://www.footlevelers.com)) has been honored to support healthcare innovation and education and help chiropractors achieve optimal treatment results and the highest level of care for their patients.

The Roanoke, Virginia-based company works with chiropractors to provide custom, flexible orthotics to patients. It uses patented 3D scanning technology or casting kits to develop a hand-crafted orthotic that supports all three arches of the foot.

The foot-to-spine connection imbalance or dysfunction in the feet can have ripple effects



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throughout the body. Balancing and supporting the feet with custom orthotics from Foot Levelers balances and supports the spine. Since its inception, it has produced tens of millions of orthotics for patients worldwide.

Aligning with the profession's emphasis on proactive and natural treatment, Foot Levelers employs a preventative approach centered on whole-body support.

As a third-generation family business leader dedicated to advocating for healthcare providers and their patients' whole-body wellness, Foot Levelers President Jamie Greenawalt said the company's mission remains the same.

"Every day, I wake up and think about how we can help support chiropractic care and expand

it to the masses. I have grown up witnessing the life-changing benefits of chiropractic care from the feet up," she said.

Ms Greenawalt said it is also why Foot Levelers partnered with the World Federation of Chiropractic for World Spine Day.

"We are honored to partner with the WFC to spread awareness of an affliction that affects so many people," she said.

To learn more about the WFC World Spine Day Competition, see [https://www.wfc.org/website/documents/1179\\_worldspineday2024.pdf](https://www.wfc.org/website/documents/1179_worldspineday2024.pdf) (also available in French and Spanish). A toolkit, containing resources to support those planning activities for World Spine Day is available at [www.worldspineday.org](http://www.worldspineday.org).

