



## PRESS RELEASE

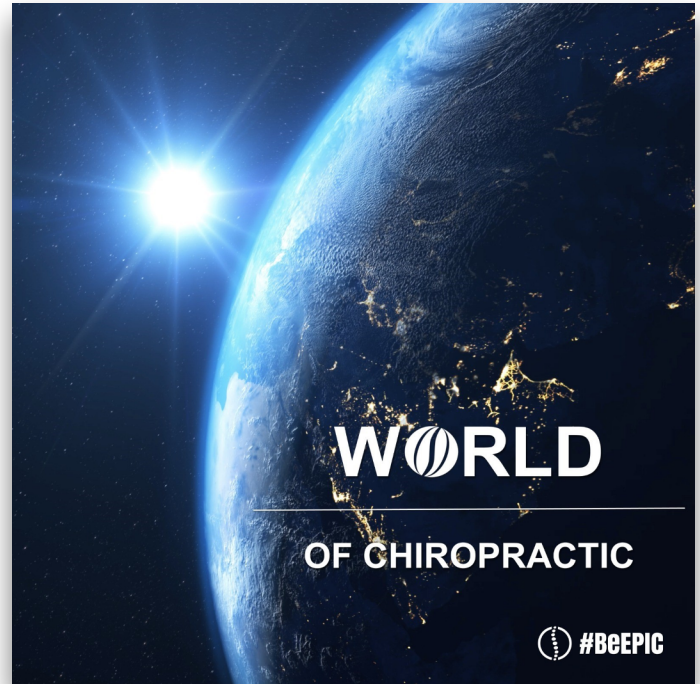
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### WFC LAUNCHES NEW WORLD OF CHIROPRACTIC VIDEO SERIES AND PODCAST

*Toronto, January 27, 2021.* The World Federation of Chiropractic is pleased to announce the launch of World of Chiropractic, a brand new series of video interviews and podcasts with chiropractic leaders from around the globe.

Hosted by chiropractor Dr Rebekah Wilks, the series explores chiropractic around the world through the lens of its leaders and prominent members of the profession.

The WFC's members are the national associations of chiropractors in 94 countries in 7 world regions. World of Chiropractic visits each of these regions and reveals how chiropractic is viewed



*Dr Rebekah Wilks, host of World of Chiropractic*

and practiced in different cultures and jurisdictions.

Available as a video series via YouTube or as a podcast, World of Chiropractic episodes typically last 25-35 minutes. With a background in media and entertainment, Dr Wilks engages each interviewee in conversation, covering aspects of their own chiropractic journey as well as insights on contemporary issues facing the profession.

Episode 1 features Associate Professor Matthew Fisher, CEO of the Australian Chiropractors Association. The video can be viewed at [http://bit.ly/WoC\\_1](http://bit.ly/WoC_1), while access to the podcast is at [http://bit.ly/WoC\\_1\\_podcast](http://bit.ly/WoC_1_podcast).