



OCTOBER 16 WORLD SPINE DAY

PRESS RELEASE

FOR IMMEDIATE RELEASE

World Spine Day- October 16

August 16, 2014.

Every year on October 16th people from around the world join together to raise awareness on World Spine Day (WSD) as part of the Bone and Joint Decade's Action Week.

To raise awareness on World Spine Day and in accordance with the "Straighten Up and Move" theme, we are asking people to take a photo of their spine and share via social media using #worldspineday, #spineselfie. Photos should be tasteful, creative and help to raise awareness for healthy spine habits. Photos can be shared on the World Spine Day Facebook, Twitter (@World_spine_day) page or via email info@worldspineday.org.

Spinal disorders, such as back pain, neck pain, scoliosis and disc disease are common, and they can have a profound effect on a person's overall health, impacting a person's ability to work, to enjoy everyday activities, even disrupting healthy sleep patterns.

Facts about spine disorders:

- In recent Global Burden of Disease Study, low back pain ranked highest in terms of disability, and sixth in terms of overall burden
- Up to 80% of people will suffer from back or neck pain during their lives.
- 50% of the working population will experience back or neck pain symptoms at least once per year.
- Age is one of the most common risk factors for spinal pain, and the greatest effects of population ageing are predicted in low- and middle-income countries.
- Back and neck pain is one of the most common reasons for workplace sick leave.

The good news is that many of these common problems can be avoided!

For more information visit the World Spine Day website at www.worldspineday.org

For more information about the Bone and Joint Decade- Global Alliance for Musculoskeletal Health and the Action Week visit <http://bjdonline.org>

Sample "Spine Selfies":

1246 YongeStreet . Toronto, Ontario, Canada . M4T 1W5
website: www.worldspineday.comemail: info@worldspineday.org

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