

FOR IMMEDIATE RELEASE February 2007
Contact: Sue Seecof, Rolf Institute, marketing@rolf.org, 800-530-8875

Celebrities And Elite Athletes Offer Perspectives On Rolfing® And Repetitive Stress Syndrome, Chronic Back Pain, And Athletics

Boulder, CO... Rolfing® structural integration has gained acceptance in diverse communities. The athletic, medical, corporate and artistic worlds have all embraced Rolfing as an effective treatment modality. For example, many professional and Olympic athletes have found that Rolfing enhances performance and reduces recovery time for sport related injuries.

'02 Olympic silver medalists Michelle Kwan and Elvis Stojko have found they have a competitive advantage by working with a Rolfer. Stojko, says, "Rolfing helped me to find my center of balance for competition." Sharon Sander, of the U.S. Pentathlon team, who competed in the first women's Olympics pentathlon, says, "I recommend Rolfing for any athlete who has ever had trouble with injuries or doesn't feel like they are reaching their potential." Among the many professional sports figures who have received Rolfing are Charles Barkley of the Houston Rockets; Cris Carter, Minnesota Vikings, Capt. Of Offense; Phil Jackson, Chicago Bulls coach; Qadry Ismail, Baltimore Raven's SuperBowl star receiver; and Bob Tewksbury, pitcher for the Minnesota Twins.

Rolfing is gaining credence in the scientific, corporate and creative communities. Newsweek and the Wall St. Journal report that insurance coverage for Rolfing is now available. Employees are aided in the workplace with Rolfing structural integration. The Minneapolis Star Tribune, says, "Starkey Laboratories, an (international) maker of hearing aids, ...has an on-site Rolfer for employees. Larry Miller, Starkey's vice president of human relations, said Rolfing plays a key role in injury prevention (for repetitive stress injuries) and helps save the company about \$1 million a year in workers' compensation costs."

An example in the artistic sphere - Good Morning America, People, and the New York Times have reported that Rolfing® has enabled Leon Fleisher, a Peabody virtuoso concert pianist, to make a 30 year comeback from repetitive stress syndrome. "When a crippling hand injury ended his performing career, Peabody pianist, Leon Fleisher went down a different musical road. Thirty years later, he's turned up an unexpected corner when he met Certified Advanced Rolfer, Tessy Brunghardt...The results were remarkable." John Hopkins magazine, 1995.

Levar Burton, of Star Trek: The Next Generation, Reading Rainbow and Roots spoke on the Oprah Winfrey Show about the changes he experienced from Rolfing bodywork. "I always felt great after each if the sessions..." explains Levar. "I was really solid and I finally felt totally at home in my body."

Minnesota Vikings, Capt. Of Offense, Cris Carter demands a lot from his bodies. When a high ankle sprain took him out of the game, he sought out Wayne Henningsgaard, his Certified Rolfer. Cris says, "Six physicians predicted I would be out of the game for five weeks with that high ankle sprain. Wayne had me back out in a week- I played the Green Bay game and within two weeks I was playing full force again and ran a 100 yard game."

Olympic MD, Dr. Karlis Ullis, at the Sports Medicine and Anti-Aging Medical Group in Santa Monica, Ca. says, "Athletes always need help with chronic injuries, muscular strains and

overuse. The Olympic athletes wouldn't have as many injuries if they had appropriate soft tissue therapy," says Dr. Ullis. "Rolfing is valuable for athletes in high level competition to address the build up of scar tissue and disarrangement of myofascial tissue that occurs from training, competition and injury."

"My wife recommended (Rolfing) highly", songwriter Willie Nelson reports, "...The first of ten sessions fixed (my back pain)," reported the New York Times, on Feb. 23, 1995.

Rolfing can assist with trauma or injury to the body. "Jeff Jehrke is a believer. He was sitting in his car in a parking lot in Spokane, Wash., five years ago, when another car rear-ended him going 65 miles per hour. The lingering pain after the accident was enough to make him cringe as he got out of bed every morning, but the depression and chronic anxiety were the worst part, he says... "You couldn't touch me without my back tensing up." He never went to a psychotherapist, but two years ago he made a Rolfing appointment...After a few sessions, (with the Rolfer) Jehrke lost both the discomfort and anxiety." Boulder Daily Camera, October 15, 2000.

Dr. Ronald Tarrel, D.O., a neurologist, at the Noran Neurological Clinic in Minneapolis, says, "I refer my patients to Certified Advanced Rolfer, Wayne Henningsgaard and have 80-85% success rate. Patients who may be surgical candidates, or others that have had surgery for neck and back injuries." The Minneapolis Star Tribune, on 1/29/02, says, "Dr. David Tubman, an interventional neuroradiologist at Abbott Northwestern Hospital in Minneapolis, believes that periodic sessions at (Certified Rolfer, Gray) Kimbrell's office relieve the aches and pains from his years of hunching over an operating table."

The Journal of Orthopedic & Sports Physical Therapy published a Chronic Lower Back Pain case study by Certified Rolfer and physical therapist, John Cottingham, in 1997. The report says that effective, sustained pain relief from chronic back problems can be provided with alternative treatment protocols that go beyond the conventional corrective techniques of physical therapy.

"Mademoiselle" magazine featured Certified Rolfer, Danielle Schreiber in a career article, "Who Makes 6 Figures?" in Feb. 2001. Danielle recommends Rolfing as a career, "I run my own practice; I see 40-50 clients each week and charge \$100-\$150 an hour. I recommend being your own boss...A bodywork using Structural Integration can take a client to great depths of body awareness."

The Phoenix Suns were the first major NBA team to have a Certified Advanced Rolfer, like Jeffrey Maitland on hand. "Phoenix Suns guard, Danny Ainge, who has been Rolfed for years, recommended the therapy to (Charles) Barkley. Other Suns, Mark West and A.C. Green, also have been Rolfed...with satisfactory results," says the Arizona Republic, May 1994.

World Champion and five-time gold medal Olympic skier, Sarah Will, a member of the U.S. Disabled Ski Team is a paraplegic athlete that credits her gold medals to Rolfing. Will's says, "Rolfing gives you a competitive edge as an athlete."

Bob Tewksbury, pitcher for the Minnesota Twins says, "I have received many benefits from Rolfing. In 1991, my massage therapist recommended it as a way to get a deeper level of work. Although the benefits of muscle work come and go depending on when and how regularly I get Rolfing work, I have noticed long lasting benefits with regard to my breathing, my posture and

my body awareness. I have used Rolfing mainly in two areas, for my lower and upper back to help with flexibility and stiffness and to enhance my performance. I plan to use it again."

Former N.Y. Mets pitcher, Craig Swan's career ended from a sports injury. "Bodywork can extend athletic careers," says Certified Rolfer, Craig Swan. "I truly believe if I had received Rolfing in the early part of my career, I would still be pitching today."

Erin Aldrich, 2000 U.S. Olympic track and field high jumper says, "I credit Rolfing for turning around a badly sprained ankle -- in time for me to jump at the U.S. Olympic trials. I saw my Certified Rolfer, Brian Beard every week before the trails. I was scared I wasn't going to be able jump at all but he turned my ankle around. My Rolfer, got me back to 100% and I made the team."

Rolfing is an established leader in the field of alternative health and education. Research says that the public spends billions of dollars on alternative medicine. Insurance companies, hospitals and medical schools have taken notice and are changing the way they do business. "Demand for the services of health practitioners like Rolfers is growing as evidenced by the Nov. '98 JAMA estimate of \$21.2 billion being spent for alternative medicine in '97," says Certified Advanced Rolfer and physician, Dr. Bret Nye. "Integrative health care, is a new trend, that combines Western and complementary medicines to offer the best technological advances in health care. Health insurance companies are increasingly becoming interested in therapies like Rolfing not only as potential cost effective alternatives or complements to traditional modalities, but as opportunities to provide coverage for services that will distinguish them in an increasingly competitive market place of providers."

Newsweek and the Wall St. Journal reported in 1995 that some health insurers now reimburse doctors who prescribe Rolfing structural integration in their medical treatment plans. Insurance providers at Harvard Community Health Plan, Mutual of Omaha, and Sharp Health Plan cover preventative alternative care. Back pain, TMJ, and car accident injuries are among the many health ailments that have been treated successfully by Rolfing manipulation.

On the Minnesota Vikings Game Day Show, KSTP TV anchor, Ron Simmons said, "From training camp to the Superbowl, pain is part of the NFL game. This is precisely the time of the season when the colder weather, all the back to back games with out a break, and the aches and pains add up. For many of the players relief is survival. To get that relief more and more Vikings turn to Rolfing. Massage it is not. It is alternative therapy designed to heal these athletes quicker. You might call it Rolfing insurance. It's (Rolfing, Wayne) Henningsgaard's hands that help players like Lance Johnstone mend and stay a step ahead of injury." Nov. 15, 2003.