

FOR IMMEDIATE RELEASE February 2007

Contact: Sue Seecof, Rolf Institute, marketing@rolf.org, 800-530-8875

Alternative Sports Medicine What's New And How You Can Get Back On Your Feet In No Time

Boulder, CO..."Alternative approaches can be helpful for just about any soft tissue injury an athlete's likely to incur, whether it's a less-serious acute problem, such as a sprain or pulled hamstring, or a chronic condition such as tendonitis or knee pain." Women's Outside, Fall '99.

Kristen Ulmer, former World Champion Extreme skier and U.S. Freestyle Ski team, mogul specialist, who had a series of knee surgeries as a result of injuries and tendonitis says, "After the surgery I had excruciating pain and could not drive or walk." Revered as the "best female Extreme skier" for the past 8-9 years, Ulmer tried Rolfing® bodywork for soft tissue injuries and says it brought her hips and ankles back into alignment, and the pain disappeared. "It healed so fast I can't believe it!" says Kristen. "The expected 6 month recovery time was cut in half, and three months after surgery I was trekking to Cho Oyu on a Himalayan ski expedition."

"Ulmer was desperate to find relief from her chronic knee pain. So after her most recent surgery, she rested her knee and signed up for ten Rolfing treatments. By the time she had received Rolfing from head to toe, she was pain-free for the first time in years and is back on the slopes." Women's Sports and Fitness, July '99.

Recent Advances In Rolfing:

Rolfing Structural Integration now addresses physical problems more specifically. Rolfing incorporates the science of biomechanics to work effectively with lower back pain, knee problems, repetitive stress injury, athletic performance and recovery.

"Contrary to popular belief, Rolfing isn't just vigorous "deep-tissue" massage. A massage therapist is concerned primarily with the relief of tension. A Rolfer wants to change the structure of your body to correct the sources of tension, so that the tension is unnecessary. Thanks to a small but growing number of officially-sanctioned research studies, a liberalization of the public's attitude toward alternative healing, and much favorable word-of-mouth testimony, Rolfing is acquiring mainstream acceptance."

Climbing magazine, 9/98

Some Olympic athletes who have chosen to become Certified Rolfers provide bodywork to other athletes. '98 and '92 Olympian, former U.S. Nordic Ski Team member, John Bauer suffered knee and runner's ankle injuries that forced him to miss the '94 Olympics. He sought out Rolfing for injury prevention, rehabilitation and to improve his performance. Bauer credits Rolfing for helping him compete in the '98 Olympics.

"Rolfing helped me get back my career," says Bauer. "In '94, I began Rolfing bodywork to tackle my patellar tendonitis and an I-T band syndrome that had restricted me from running for half a year. Not many athletes know that Rolfing is a way to treat injuries. You can ice and rest but no matter how slow you train until you lengthen out the tightness and scarring, it will come back. Rolfing can also lengthen an athletic career because the therapy addresses the key problem areas all athletes face, like overuse of muscles and injuries."

Bauer says that Rolfing has had a great impact on keeping him healthy and injury free even after the 1st session. "Skiers fall a lot and Rolfing helped to prevent soft tissue injuries. It reduced the soreness in my patella tendon and the tearing when my ankles rolled out. I have quicker recovery from training, day in and out, yearly," says Bauer, who is a Certified Rolfer.

Bio-mechanics and peak athletic performance -

Brian Fahey, Certified Advanced Rolfer is an expert on the Rolfing approach to enhanced athletic performance, injury prevention and recovery. Fahey says, "I recommend the benefits of cross training, to athletes seeking maximum efficiency from the body. The repetitive strain that comes from athletic exercise has a great impact on the body. Rolfing applies the biomechanics of movement for injury prevention and increased efficiency, it investigates how the body works and uses energy. Our structural alignment techniques promote injury prevention by decreasing the likelihood of trauma to the joints."

Fahey, a Certified Rolfing Instructor says, "New understandings in both quantum physics and biology, underscore the intelligence, complexity, and adaptive capacity of all living things. We can no longer think of the body as a finite machine subjected solely to the "fix-it" mentality of western medical approaches. Instead the body is a pliable, open system in constant relationship to everything around it. The communication systems of the body all "listen-in" to what is going on. The fascial network, which is the medium of Rolfing, is the interconnecting system which penetrates our physiology down to the microscopic levels of the cells and out to the edges of our skin boundary and beyond. We are at a frontier in applying and understanding this research to our living bodies."

Dr. Jim Montgomery, an Olympic MD and Orthopedic surgeon at Dallas' Orthopedic Specialists, says, "I send people with all kinds of problems to Rolfers. People with shoulder problems, with scar tissue after injury, low back problems, cervical spine, and shoulder and elbows problems. People that have had chronic problems that have not been helped by anything else. I think Rolfing is something that should be entertained by any of these people. If they had chronic hamstring problems, chronic shoulder problems for a long period time. All those people can be helped."

Rolfing is an established leader in the field of alternative medicine and somatics education. Research reports that the public is spending over \$14 billion in alternative

medicine. Insurance companies, hospitals and medical schools are taking notice and preparing to change the way they do business. "Based on peer reviewed scientific studies, as many as 60 million adults in the United States are using alternative medicine therapies in conjunction with conventional medical treatments for various health related conditions." (Journal of the American Medical Assoc., May '98).

Fifty years ago, Dr. Ida Rolf, a biochemist at Rockefeller University, recognized that the traditional approach in medicine was effective, but some cases of unsolved health problems were not being solved by established treatments/ existing medical practices, so she applied her knowledge of the human tissue and discovered the fundamental Rolfing principles of connective tissue release and structural integration. This led her to formulate and perfect, after years of research experience and use by her clients, the first structural integration techniques. Rolf specifically designed both Rolfing® and Rolfing Movement instruction -- a system that re-educates the body's movement patterns -- as wholistic approaches to healing.