

OCA NEWS

GTA chiropractic societies team up to make a difference

The North York and York-Peel Chiropractic Societies combined forces this summer to host the second annual Chiropractic Community Blue Jays Day. Through the societies' combined efforts, the event drew a considerable crowd — and raised funds to support a worthy local charity.

The event, which was held July 27, brought participants en masse to Toronto's Rogers Centre for a game between the Toronto Blue Jays and the Seattle Mariners. Tickets for the game were bought in a block and sold in the offices of participating Chiropractic Society members, with funds raised going to support the Mikey Network.

The Mikey Network (www.mikeynetwork.com) is a charitable organization that was founded in 2003 to raise awareness about heart-healthy lifestyles. The group is devoted to helping victims of cardiac arrest by placing MIKEY units (public access defibrillators) in public venues.

"One of the mandates of the North York Chiropractic Society is community involvement," says Toronto's Dr. Joel Weisberg, Vice-President of the North York society. "Our Chiropractic Community Blue Jays Day has been the most successful of our community initiatives to date. Not only are we giving back to our community, but we are fulfilling another of our mandates: to make a healthier community by promoting healthy lifestyles — both through the Mikey Network and by directly answering our patients' questions during the fundraiser."

Another noteworthy accomplishment is that the event successfully brought together two societies for the first truly collaborative GTA chiropractic society activity. And, through their combined efforts, enough funds were raised to donate four defibrillator units to Sick Kids hospital's Mikey at Home program, which enables children who

have been diagnosed with a heart disease to go home while waiting for treatment or transplants. These children would not be discharged from the hospital without receiving a Mikey unit.

"That represents four more children who will be able to reunite with their families and restore some normalcy to their quality-of-life," says Dr. Weisberg. "I can think of no greater impact that we could have on a young person's life and the lives of their family."



Attendees at the second annual Chiropractic Community Blue Jays Day.

The Chiropractic Community Blue Jays Day brought 235 people to the baseball game, and the group, wearing matching red T-shirts printed for the occasion, covered two sections of the Rogers Centre.

"We had our message and our program highlighted with a video clip on the Jumbotron monitor, and our sea of attention-grabbing T-shirts was visible from across the stadium," Dr. Weisberg says proudly. "One of our guests — a patient of Dr. Paul Uchikata — even caught a fly ball!"

The OCA salutes the North York and York-Peel Chiropractic Societies for their outstanding achievement and demonstration of care for the community. ●