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FOR IMMEDIATE RELEASE

SPINE TEAM TEXAS ENCOURAGES NORTH TEXANS TO “STRAIGHTEN UP”

-World Spine Day/National Spinal Health Day Set for October 16th-

Southlake (October 13, 2006) – On Monday, October 16, Americans are asked to be more cognizant of their posture, the ergonomics of their workspace, and their overall spine health as many health care professionals recognize National Spinal Health Day. The day of recognition is themed “Straighten Up America” this year by The Congress of Chiropractic State Associations and Life University. And, some area doctors are using the day to encourage spinal wellness amongst their patients and communities as preventative measures can sometimes avert more serious back, neck and spinal problems.

Spine Team Texas’s Dr. David Rothbart, a neurosurgeon specializing in minimally invasive spine surgery, said that Monday offers a valuable opportunity to reflect on ways to prevent spinal injury. “Everyday activities can contribute to or prevent back and neck pain, so it’s very important to make sure that you’re taking basic measures to contribute to spinal wellness.”

Dr. Rothbart and the medical professionals at Spine Team Texas advised that one of the best preventative measures a person can take is exercising. By properly stretching and engaging in low-impact aerobic activity, such as walking or swimming, a person can treat or prevent back pain.

Other key prevention techniques are avoiding sitting for long periods of time, finding a comfortable way to stand, find a good sleeping position, and consider the comfort of your mattress.

Dr. Rothbart also tells those road-warrior, business travelers to be mindful when onboard long plane rides. “When flying, it’s a good idea to place your feet on either a briefcase or the bag that you place under the seat in front of you. And, to improve lumbar support, ask for a pillow to place behind your lower back. Of course, if time and a lack of turbulence allow, you may also want to get up and walk to the bathroom to avoid sitting for longer than an hour at a time.”

To find more helpful tips and preventative measures you can use in your workspace or on a long drive, visit www.spineteamtexas.com.

Editor’s Note: Dr. Rothbart is available to serve as a resource on spinal wellness.

About Spine Team Texas

A premier regional spine center of excellence, Spine Team Texas specializes in back and neck problems ranging from simple back or neck strains to the most complex spine surgery. Through its in-depth knowledge and team atmosphere, Spine Team Texas is dedicated to treating patients conservatively through education, physical therapy, nonsurgical treatments, and minimally invasive spine surgery when

necessary. The team of physiatrists, neurosurgeons, spine-specialized physical therapists and on-site registered nurses strive to ensure that patients return to everyday activities without back and neck pain following treatment. Established in December 2004, Spine Team Texas is headquartered in Southlake, Texas, and has additional offices in Bedford, Texas, Las Colinas/Irving, Texas, and Flower Mound, Texas. For more information about Spine Team Texas, visit www.spineteamtexas.com.

About Dr. David Rothbart

A board-certified and fellowship-trained neurosurgeon, David Rothbart, M.D., is the founder of Spine Team Texas, North Texas' premier regional spine center offering diagnosis, treatment, and rehabilitation to treat neck and back pain. Dr. Rothbart trained at Yale University and specializes in minimally invasive spine surgery. He was the chief resident in neurosurgery and a clinical instructor at Yale-New Haven Medical Center, a teaching hospital of the Yale University School of Medicine. After completing a fellowship at the prestigious Barrow Neurological Institute in Arizona, Dr. Rothbart was in private practice in Chicago, where he was Assistant Professor of Neurosurgery at Rush Medical College. He came to the Dallas metroplex in 2002. For more information about Dr. Rothbart and Spine Team Texas, visit www.spineteamtexas.com.

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