

My **CHIRO**™

CONVENIENT, AFFORDABLE CHIROPRACTIC

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FOR IMMEDIATE RELEASE

Open House & Ribbon Cutting for Walk-In Clinic's Third Location

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Coralville, IA, November 13, 2009 – The clinic known for the convenient and affordable walk-in adjustment has expanded from its two Cedar Rapids locations by opening its third location in Coralville. My Chiro first introduced the \$20 walk-in adjustment in Cedar Rapids in 2006 and will host an Open House and Iowa City Area Chamber of Commerce Ribbon Cutting at its new Coralville location on “The Coralville Strip” at 1711 2nd Street on Monday, November 16. The Ribbon Cutting will be at 4:30.

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- Refreshments/appetizers will be provided from 4:00 to 6:00 by Monica's, which is moving from its location off of Mormon Trek Blvd. to the former Slugger's location on The Coralville Strip (“Monica's moving to Coralville Strip,” press-citizen.com, 11/10/09).
- At the Open House, free chair massages will be available from 3:30 to 5:30 as provided by the East-West School of Integrative Healing Arts of North Liberty (east-westschool.com).
- Massage gift certificates are \$5.00 off at all My Chiro locations on Monday.

Bruce Weisbein, D.C.

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Since opening in 2006, My Chiro has been able to increase value to health care consumers by eliminating the costly and frustrating hassle of dealing with health insurance companies. According to My Chiro Founder and President Bruce Weisbein, D.C., “Over the past few years, we've been seeing more and more people with high deductibles, co-pays of \$20 or more, or no insurance at all. By lowering our fee for an adjustment to \$20, we have saved thousands of people money and improved our profitability through the elimination of billing work. We've also seen significantly less stress in our lives!” Walk-in service is also a distinguishing feature of My Chiro. Both new and established patients can simply walk-in to get an adjustment anytime from 10:00 to 6:00 Monday through Friday, and they are typically treated within a few minutes of their arrival. Massage therapy is available by appointment for \$45.00 per hour or \$35.00 per half-hour.

For more information contact Dr. Bruce Weisbein at 319-721-8728 or bruce@mychirowalkin.com.

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