



NEWS
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ICON CHIROPRACTIC UNVEILS THE 'MacCanDo Sportsman Scholarship' San Francisco, Calif., February 28th, 2013 –

ICON CHIROPRACTIC, in it's efforts of creating an empowered and educated healthy San Francisco Community, has launched a new initiative to serve young student athletes at the MacCanDo Tenderloin Youth Track Club.

The MacCanDo Sportsman Scholarship aims to promote a professional sportsmans culture of health, excellence and leadership for student athletes on the track and off the track through their community involvement.

"The health and longevity of a community can be seen through the lifestyles of the young. Health habits are made at a young age and often become a limiting factor in achieving long term health for adults. At ICON Chiropractic, we understand the crucial timing of helping our communities set their heads on straight in terms of how we approach and adapt to the stresses of our environment. We teach the community to eat right, move right and to think right ~ all in order so that they can LIVE RIGHT!"

Having only been established in early 2012, ICON Chiropractic found it essential to be impactful to the San Francisco community at large and not just impressionable. Health seminars and workshops were offered to the community and educational canvassing along the streets of San Francisco were a few of the past initiatives through ICON Chiropractic. Dr. Alan Wu D.C., director of ICON Chiropractic states, "We wanted to empower these young athletes to be models of life, not just health, to the community."

Dr. Wu adds, "Investing in our youths now will pay dividends for our communities in years to come. We need to start addressing our problems as a community from the inside, as opposed to from the outside. Getting the right messages of health coming from above down, through their minds. Above-Down Inside-Out, a simple yet grounded chiropractic philosophy to health and life expression. That's why we are proud to take in community involvement to the next level. "

Application for the \$250 scholarship includes the endorsement of their coaches and personal essay from the student athletes at MacCanDo demonstrating their contribution to their community through their understanding of health, chiropractic and leadership as a young sportsman.

More information about ICON Chiropractic and the MacCanDo Tenderloin Youth Track Club can be found at their respective websites: www.ICONchiropractic and www.maccando.webs.com