**NEWS FROM ACTIVATOR®**

**Contact:** [NAME]

 [CONTACT PHONE]

 [CONTACT EMAIL]

**FOR IMMEDIATE RELEASE**

**DATE**

**[NAME/CLINIC NAME] ACHIEVES**

**ACTIVATOR METHOD PROFICIENCY RATING**

(PHOENIX) – [Activator Methods International](http://www.activator.com)®, the pioneering creator of the world’s most popular chiropractic adjusting instruments, has announced that [DR. NAME] has achieved the Activator Methods Proficiency Rating. The designation places [DR. NAME] in an elite group of chiropractic physicians who are expertly trained in the world’s #1 instrument adjusting technique.

Doctors who successfully achieved a Proficiency Rating have devoted a significant amount of time and effort to the process. After attending a specialized training seminar, the doctor must successfully complete rigorous written and hands-on practical examinations. Maintaining the Proficiency Rating requires annual recertification.

The Activator Method is the most widely used low-force adjusting technique in the world, with thousands of doctors in the U.S. and internationally holding a Proficiency or Advanced Proficiency Rating. Activator has been the subject of 23 clinical trials (and is the ***only*** adjusting instrument with clinical trials), and has more than 150 peer-reviewed research articles to its credit.

[DR. NAME], a graduate of [CHIROPRACTIC COLLEGE NAME] has been in practice at [CLINIC NAME] in [CITY/STATE] for [XX] years. *[A descriptive line about the doctor’s practice can be added here.]* For more information about [DR. NAME OR PRACTICE NAME] please visit [WEB ADDRESS] or call [TELEPHONE NUMBER].

*Activator Methods International® is home to the full line of Activator® instruments and the Activator Method® of chiropractic instrument adjusting. Founded on the principles of clinical research, Activator Methods International has been providing chiropractic care, resources and training since 1967. For more information please visit* [*www.activator.com*](http://www.activator.com)*.*