

A Chiropractic Success Story

By Editorial Staff



NFL Legend and Dancing With the Stars runner-up Jerry Rice has a formula for success that's grounded in hard work, a positive attitude - and chiropractic care. In fact, he attributes much of his long-term success to regular adjustments from his chiropractor.

Jerry Rice played in the National Football League for 20 years , which is an accomplishment in and of itself, considering the average NFL career spans only 3.5 years. Widely touted as the best receiver to ever play the game, his spectacular career included 16 seasons and three Super Bowl wins as a member of the San Francisco 49ers, followed by three seasons with the Oakland Raiders. (He was on the roster of the Seattle Seahawks when he retired in 2005). Rice was named to the Pro Bowl 13 times, winning the Pro Bowl MVP award in 1995, and received the Super Bowl MVP award in 1988. He held an amazing 38 NFL records at the time of his retirement.



With all the records and accomplishments, Jerry Rice is perhaps best known for his desire to succeed and his willingness to do whatever it takes to be the best. Consider what NFL Commissioner Paul Tagliabue had to say about Rice in an ESPN Classic documentary:

"One off my vivid images of Jerry Rice [is] him working out at the Pro Bowl. Here you are, after he wins the Super Bowl, he's played in front of 500 million people. Less than a week later, he's out there running wind sprints to play in [an] *exhibition* game." (emphasis added)

Not one to rest on his laurels after retirement, Rice signed on with the hit TV show "Dancing With the Stars" for the 2005-2006 season. Paired with dancer Anna Trebunskaya, Rice finished second in the grueling competition, losing to Drew Lachey (who, along with brother Nick, sang in the pop group 98 Degrees) and dance partner Cheryl Burke. If you think the show was all smoke and mirrors, consider that participants, many of whom had little or no dance experience, formal or otherwise, had approximately six days to learn a new dance routine before each week's competition. According to reports, that sometimes meant practicing for up to five hours a day.



As much attention as Jerry Rice has received for his dazzling catches and amazing abilities, on and off the field, he has an important message to share about how to maximize health and wellness, regardless of whether you're an elite athlete, a weekend warrior or anywhere in between. Rice believes chiropractic has helped him tremendously over the years and wants others to experience the same results. Obviously, going to the chiropractor may not make you the world's best receiver (or dancer), but it can certainly help you live a happier, healthier life free from pain.

"Chiropractic care has been instrumental in my life, both on and off the field, and I am excited to share this with the American public," says Rice. "I have been blessed with a long and healthy career as a professional athlete, and as I move forward into the next stage of my life, chiropractic care will continue to be an important part of my game plan."



Rice credits chiropractic care in terms of his achievements on the gridiron, the dance floor and life in general. "Optimal health has been a key to the success of my athletic career, my dancing

experience and my ability to enjoy my life to the fullest. Chiropractic care is an important part of my game plan for healthy living."

Jerry Rice is such a big supporter of chiropractic care that he recently became the official spokesperson for the Foundation for Chiropractic Progress (FCP), a nonprofit organization dedicated to promoting the value of chiropractic care to the public. The foundation is using Rice's image and message about the value of chiropractic care in various ways, including a full-page advertisement you may have seen recently in print. The ad already has appeared in the Dec. 15, 2008 issue of *ESPN The Magazine*, the January 2009 issue of *Sports Illustrated*, the Jan. 16/17 issue of *USA Today*, the February 2009 issue of *Men's Fitness* and the January/February 2009 issue of *Women's Health*.

Jerry now lives in the San Francisco Bay area with his wife and their three children. In addition to the FCP, he supports a variety of other worthy causes, including the March of Dimes, the United Negro College Fund and his own "127" Foundation. Undoubtedly, he is also preparing for his next life challenge. Whatever that is, two things are fairly certain: He will be successful at whatever he sets his mind to, and he will be better able to achieve his goal because of his lifelong commitment to chiropractic care.



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