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N E W S R E L E A S E

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DR. GERARD CLUM COLLABORATES WITH OTHER PROMINENT CHIROPRACTIC FIGURES TO PRODUCE BREAKTHROUGH BOOK

Hayward, Calif., October 7, 2009 — Dr. Gerard W. Clum, president of Life Chiropractic College West, is one of three essayists whose writings form the core of a new text, entitled *Chiropractic Peace*. The publication seeks to demonstrate common ground among professional viewpoints in chiropractic that are often perceived as being widely divergent. The effort, under the executive editorship of William McDonald, D.C. also includes essays by Reed B. Phillips, D.C., Ph.D., former president of Southern California University of Health Sciences, and Ashley Cleveland, D.C., Provost and Associate Professor at Cleveland Chiropractic College, Kansas City, Kansas.

The project began with the inspiration and guidance of Dr. McDonald and is concluded with an analysis of the three essays by Dr. McDonald and Mr. David Chapman-Smith, secretary-general of the World Federation of Chiropractic (WFC).

Dr. McDonald holds high hopes for this effort as he expressed that it “marks the beginning of the end for infighting [in chiropractic].” Dr. Clum notes, “The message that comes through loud and clear is one of respectful pluralism that seeks to magnify our agreements and minimizes our differences. By demonstrating a unified front we become a more effective force and voice for health, healing and well-being. Working together the chiropractic profession can make major strides to further improve chiropractic education and exert great influence on today’s governmental initiatives.”

Life West, established in 1976, is an accredited non-profit institution of higher learning. Currently over 400 students from across the United States and abroad are enrolled, and over 3,700 graduates of Life West are now providing chiropractic care worldwide. The college’s Health Center, a public outpatient facility staffed by approximately 150 senior interns who are guided by licensed doctors of chiropractic, provides affordable health care to more than 1,500 patients per week in the city of Hayward, California. The college and Health Center maintain a Web site at www.lifewest.edu.