



McKenzie
INSTITUTE
U . S . A .

****MEDIA ADVISORY****

Jamie Leszczynski
315-471-1002
jamie@abcideabased.com

Las Cruces Physical Therapy Provider Selected for National Ad Campaign

LAS CRUCES, N.M. – The McKenzie Institute® USA will feature physical therapy provider Southwest Sport & Spine in an ad campaign aimed at PTs nationwide.

The international organization handpicked only a handful of clinicians using the McKenzie Method® of Mechanical Diagnosis and Therapy® (MDT) to provide testimonials about their success using the unique process of assessment, treatment and prevention.

The McKenzie Institute slated a photo shoot for Tuesday, Oct. 7, at Southwest Sport & Spine, 1181 Mall Drive, Las Cruces, NM 88011. The ads will appear in prominent physical therapy publications nationally.

“We are extremely honored to participate in the McKenzie Method campaign and are excited to be a part of the effort to bring the method to more patients and healthcare providers,” said CEO and Owner Denise Campbell, PT, Dip. MDT, OCS. “We are in our 15th year of service and attribute much our success to the word of mouth referrals and excellent outcomes that come as a result of a patient-centered approach.”

Join us on site from 10–11 a.m. on Tuesday, Oct. 7, at Southwest Sport & Spine for a behind the scenes look at the national campaign. Contact at ABC Creative Group for more information or to make arrangements.

About The McKenzie Institute

Dedicated to ongoing research, The McKenzie Institute® is the center for postgraduate study in Mechanical Diagnosis and Therapy. The McKenzie Method® is a philosophy of active patient involvement and education for back, neck and extremity problems. The key distinction is its initial assessment component—a safe and reliable means to accurately reach a diagnosis and only then make the appropriate treatment plan. Rarely are expensive tests required, as Certified MDT clinicians have a valid indicator to know right away whether—and how—the method will work for each patient. Become a member of the McKenzie Institute to receive course discounts, a subscription to the *Journal of Manual & Manipulative Therapy* (JMMT), the official publication of MIUSA members, discounts at conferences, product discounts, and much more.

For more information about The McKenzie Institute and its services, please contact Stacey Lyon at (315) 471-7612 or email stacey@mckenzieinstituteusa.org.

####