## Celebrate World Spine Day 2025

#InvestInYourSpine and Keep Canada Moving.

# Why 'Investing in Your Spine' Matters



Almost one-third of Canadians report activity limitations due to back pain.

Your spine supports you every day. Today, we're asking you to invest a little time and energy into simple habits that will keep you strong and healthy through all seasons of life.





Everyday Investments to Support Spine Health



**Stand up** for a few minutes every hour to stretch your shoulders & neck.



**Choose stairs** over elevators to build strength and mobility.



Try gentle **spine stretches** during commercial breaks or between episodes.

### Myth-Busting: Spine Edition



Rest is the best fix for back pain.



Gentle movement actually supports recovery.



Only exercise enthusiasts need to care about their spine.



Everyone benefits from supportive daily habits.

## Healthy Spines for Every Stage of Life

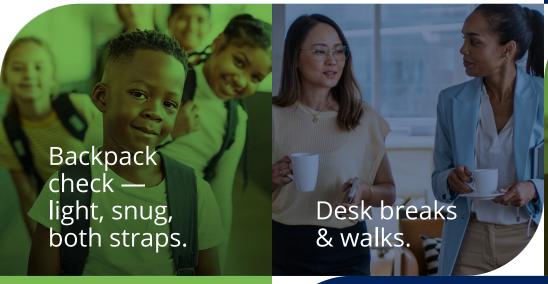
## Invest in Your Spine **Challenge**



Invest just

30 minutes

of movement a day - walk, dance, stretch, or cycle. Every step counts toward building and maintaining a healthy spine.





Scan the QR to Find a Chiropractor Near You



Chiropractic.ca

#### **Take Action**

This World Spine Day, choose a new way to invest in your spine, and your health. Share it with us online using:

#InvestInYourSpine

WorldSpineDay.org