



FOR IMMEDIATE RELEASE:

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The Rolf Institute® of Structural Integration to Sponsor its First *Rolfing® Structural Integration National Awareness Week* throughout the United States

Boulder, CO – August 10, 2010 – To honor the legacy of Dr. Ida P. Rolf, who developed Rolfing Structural Integration over fifty years ago, The Rolf Institute® of Structural Integration is sponsoring its first *Rolfing® Structural Integration National Awareness Week*, September 18-26, 2010. During these nine days, Certified Rolfers™ throughout the United States will hold local events and activities to promote the benefits of Rolfing Structural Integration. Types of events will include public presentations, demonstration clinics, discounted sessions, and an Open House, hosted by The Rolf Institute, which will feature free Rolfing SI demonstrations to the general public along with the opportunity to meet renowned faculty and local Rolfers. More information about National Awareness Week will be available at rolfingweek.rolfingevents.org or on the Rolf Institute's website, www.rolf.org.

Rolfing® Structural Integration is a form of hands-on manipulation and education that systematically reorganizes the connective tissues, called fascia, to release, realign and balance the whole body. It may bring dramatic results, such as recovery from injury; reduction in chronic pain, including headache and back pain; improved ability to move with ease; reduction in physical and mental stress and tension; and increased balance and flexibility. Unique to the process is the incorporation of Rolf Movement® Integration which brings the structural work into daily activity and everyday movements allowing for greater ease and freedom throughout the body.

Since its inception in 1971, The Rolf Institute® of Structural Integration has trained and certified over 1700 Rolfers worldwide. The Rolf Institute, including its international school sites, is the only organization that teaches Rolfing® Structural Integration and graduates Rolfers™. Its rigorous training program is supported by an esteemed international faculty, some of who trained with Dr. Ida P. Rolf, the school founder and developer of Rolfing Structural Integration.

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