



Biofreeze Honors Dr. William Cirino Sr. with the 2005 Performance Health Humanitarian Award

On September 10th at the Association of New Jersey Chiropractor's dinner banquet, Performance Health/Biofreeze awarded the 2005 Performance Health Humanitarian Award to Dr. William Cirino Sr. Dr. Cirino Sr. was chosen because of his achievements and service to the profession relating to his instrumental development of the Association of New Jersey Chiropractors which unified six chiropractic organizations in New Jersey.

Dr. William Cirino, Sr. a graduate of Palmer Chiropractic College was part of the legislative team from the State Chiropractic Society of N.J. that successfully lobbied for chiropractic licensure in New Jersey. As President of the State Chiropractic Society of N.J., Dr. Cirino, Sr. initiated the unification of the two state chiropractic societies, which created the New Jersey Chiropractic Society. He served on the NJCS Board for over twenty years including serving as President.

Dr. Cirino Sr. was Chiropractic Adviser to the New Jersey Medical Board. He lobbied Congress for Chiropractic inclusion in Medicare, and served as legislative chairman of NJCS that lobbied and gained inclusion of Chiropractic in Blue Cross Blue Shield. Dr. Cirino Sr. also served as ACA Delegate from New Jersey. He has served on the Board of Managers of Preakness Hospital, also serving as President. Dr. Cirino Sr. served as Chairman of the Medical Committee there at one time, and served on the Medical committee for seventeen years. Dr. Cirino Sr. participated in the Unity Talks in 2003-04 that later formed the Association of New Jersey Chiropractors in New Jersey.

September 16, 2005

PRESS RELEASE

Chuck Conto, National Sales Manager of Performance Health, presented the award and a \$500 check to the Foundation for Chiropractic Education and Research. Dr. William Cirino Jr. accepted the award and charity donation on behalf of his father, Dr. William Cirino Sr.

For more information on the Performance Health Humanitarian Award please contact Craig Ure at cure@phi.us. For more information on the Foundation for Chiropractic Education and Research please contact Anthony Rosner, Ph.D at RosnerFCER@aol.com.