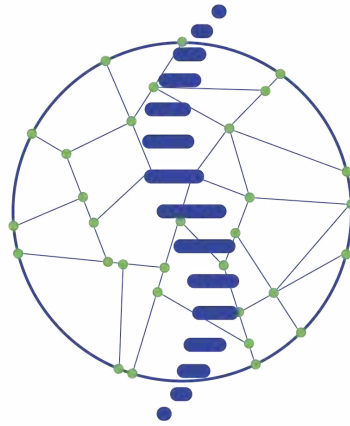
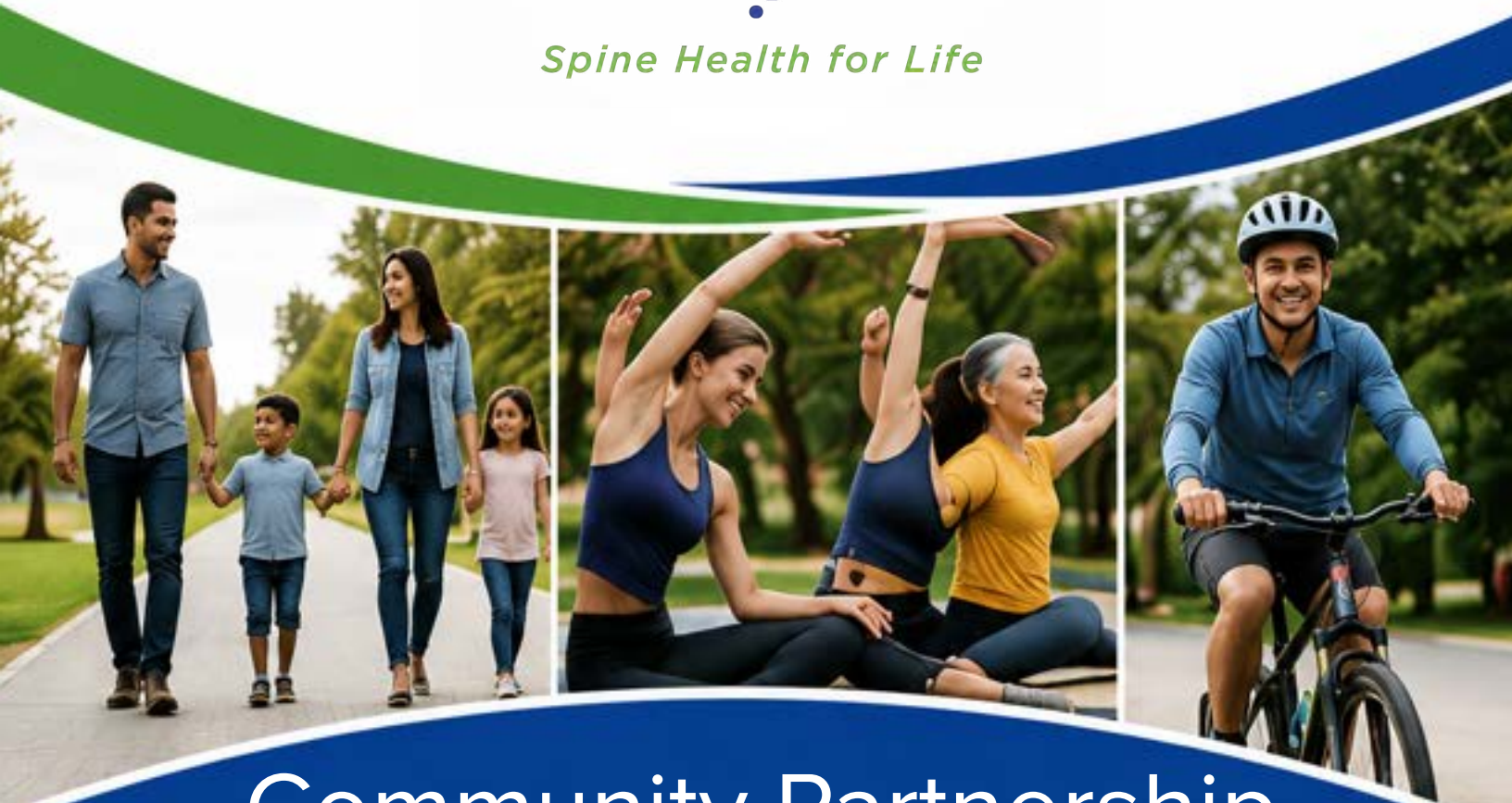


WORLD SPINE DAY



Spine Health for Life



Community Partnership Guide

Sunday, October 4, 2026 | The Forks | Winnipeg, Manitoba

Hosted By:



Manitoba
Chiropractors
Association

Join us in launching Manitoba's World Spine Day celebration and inspiring healthier movement for generations to come.

Join Manitoba's World Spine Day Celebration

Together, We Can Build a Healthier Manitoba

Every day, thousands of Manitobans experience back and neck pain that affects their ability to work, care for their families, participate in their communities, and enjoy the activities they love. Yet many people don't realize that simple lifestyle habits—staying active, moving well, maintaining strength, and caring for their spine—can have a lasting impact on their health and quality of life.

That is why the Manitoba Chiropractors Association is proud to bring World Spine Day to Manitoba in a new and meaningful way.

On October 4, 2026, we will gather at The Forks to launch Manitoba's celebration of World Spine Day with a free, family-friendly event that brings together healthcare professionals, community organizations, businesses, educators, and families around one shared goal: promoting **Spine Health for Life**.

This event is about more than chiropractic care. It is about movement, prevention, education, accessibility, healthy aging, and empowering Manitobans with practical knowledge they can use every day.

We cannot do this alone.

By partnering with organizations that share a commitment to healthier communities, we can create an engaging event that inspires lifelong healthy habits and demonstrates what is possible when community partners work together.

We invite you to join us as we launch what we hope will become an annual community celebration of spinal health in Manitoba.

Together, we can help Manitobans move well, live well, and build healthier communities for generations to come.



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Why Spine Health?

Imagine being unable to pick up your grandchild, finish a workday comfortably, enjoy a walk through your neighbourhood, or participate in the activities you love because of back pain.

For millions of people around the world, that is their reality.

Spinal health influences how we move, work, learn, age, and participate in everyday life. It affects people of every age, from children carrying backpacks to adults in the workplace and older adults striving to remain active and independent.

World Spine Day exists to inspire healthier habits, encourage movement, promote prevention, and empower people with practical knowledge that supports lifelong spinal health



619 million
people
living with low
back pain



#1
leading cause
of disability
worldwide



843 million
projected
to experience
low back pain
by 2050

About World Spine Day

World Spine Day is the world's largest public health campaign dedicated to spinal health.

Supported by more than 650 organizations worldwide, the campaign unites health professionals, governments, schools, workplaces, community organizations, and the public to raise awareness about spinal health and encourage healthy habits that last a lifetime.

2026 Global Theme Spine Health for Life

Healthy spines help people:

- Move confidently
- Stay active
- Work safely
- Age independently
- Participate fully in everyday life



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Manitoba's Gathering Place

There is no better place to launch Manitoba's World Spine Day celebration than The Forks.

For generations, The Forks has been where people come together—to connect, explore, learn, and celebrate community. Its central location, accessibility, and reputation as one of Winnipeg's most visited destinations make it the ideal setting for a public health event focused on movement and healthy living.

Hosting World Spine Day at The Forks allows us to reach a broad and diverse audience, including families, older adults, youth, visitors, and community members who may not otherwise attend a traditional health event.

Why The Forks?

- One of Manitoba's premier public gathering places
- Accessible by walking, cycling, transit, and vehicle
- Welcoming and inclusive for visitors of all ages and abilities
- High weekend foot traffic and strong community visibility
- Family-friendly environment that encourages exploration and participation
- A destination already associated with healthy, active living

Our goal is to meet Manitobans where they are and make learning about spinal health approachable, engaging, and fun.



OUR Vision for the day

Our goal is simple:

**Help Manitobans build healthy habits
that support lifelong spinal health.**

Throughout the day, we'll work toward
opportunities to:



Learn practical tips for
keeping the spine healthy



Participate in movement
and activity demonstrations



Discover local services and
wellness resources



Meet community
organizations



Enjoy family-friendly
activities



Connect with health
professionals



Celebrate healthy,
active living



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Imagine the Day

Families stop to learn simple stretches they can do together.



Children navigate a movement obstacle course while learning why posture matters.



Community organizations share resources that help Manitobans stay active.



Local businesses showcase products and services that support healthy living.



Health professionals answer questions about spinal health and healthy movement.



Visitors participate in demonstrations, enjoy entertainment, collect resources, and leave inspired to care for their spine for life



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Ways to Participate

Community Exhibitor - Share your programs, services, or educational resources.

Interactive Activity - Lead an activity that encourages movement and healthy living.

Wellness Demonstration - Provide health education, movement demonstrations, or wellness programming.

Event Support - Contribute financial or in-kind support to help make the event possible.

Volunteer - Support event operations and visitor engagement.

Why Partner?

As a World Spine Day partner, you'll help:

- Improve awareness of spinal health across Manitoba.
- Support a free, accessible community event.
- Connect directly with families and community members.
- Demonstrate your organization's commitment to health and wellness.
- Be recognized as a partner in a growing public health initiative.
- Build relationships with other community organizations.



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Partnership Opportunities

There Is a Place for Every Partner

World Spine Day is built on collaboration. We are inviting organizations that share a commitment to health, wellness, education, accessibility, and community engagement to join us in creating a free, family-friendly event for Manitobans. Whether you contribute through sponsorship, educational programming, interactive activities, or in-kind support, your partnership will help bring Spine Health for Life to our community.

Spine Health Champion - Our premier leadership partner, helping bring Manitoba's World Spine Day celebration to life through significant financial or in-kind support and serving as a visible champion for community spinal health.

Community Wellness Partner - Organizations providing meaningful support through sponsorship, programming, or collaborative initiatives that enhance the overall event experience.

Active Living Partner - Organizations that inspire movement by leading interactive activities, demonstrations, or engaging educational experiences for attendees.

Healthy Movement Partner - Organizations that contribute to community wellness by sharing health information, resources, services, or educational programming.

Community Friend - Businesses and organizations supporting the event through in-kind donations, volunteer resources, prizes, refreshments, supplies, or other valuable contributions.

Recognition opportunities will be tailored to reflect the nature and level of each partnership.



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Partner

Recognition & Benefits

We are committed to recognizing the organizations that help make Manitoba's World Spine Day celebration possible. Recognition opportunities will vary based on the nature and level of each partnership

RECOGNITION OPPORTUNITY	 SPINE HEALTH CHAMPION	 COMMUNITY WELLNESS PARTNER	 ACTIVE LIVING PARTNER	 HEALTHY MOVEMENT PARTNER	 COMMUNITY FRIEND
Logo on event signage	✓	✓	✓	✓	Recognition listing
Recognition on MCA website	✓	✓	✓	✓	✓
Social media recognition	Featured	✓	✓	✓	Thank you acknowledgement
Premium exhibit space	Premium	✓	✓	Optional	—
Opportunity to engage attendees	✓	✓	✓	✓	—
Inclusion in promotional materials	✓	✓	✓	As appropriate	—
Recognition in media releases*	✓	As appropriate	—	—	—
Recognition during the event	✓	✓	As appropriate	As appropriate	—
Post-event recognition	✓	✓	✓	✓	✓

*Where appropriate and based on media opportunities.

Recognition Beyond the Event Day

Our goal is to maximize the impact of every partnership through a coordinated awareness campaign before, during, and after World Spine Day.

Recognition opportunities may include:

- Website recognition
- Social media promotion
- Event signage and on-site recognition
- Inclusion in promotional materials
- Post-event thank-you communications
- Opportunities to highlight collaborative community initiatives

TOGETHER, WE CAN MAKE A HEALTHIER MANITOBA.

World Spine Day is more than an event—
it's a movement that brings our community
together to support lifelong spine health.

We invite you to be part of this exciting celebration
and help us inspire healthy movement
for all Manitobans.

Let's build a stronger, healthier community—
together.



INTERESTED IN PARTNERING?

We'd love to hear from you!
Contact us to learn more about partnership
opportunities and how we can work together
to support spine health for life.



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Thank you for helping us
create a healthier future
for our community.
Spine Health for Life.

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