

International College of Applied Kinesiology-U.S.A.

Contact: Jennifer Palmer
6405 Metcalf Avenue, Suite 503
Shawnee Mission, KS 66202
(913) 384-5336

FOR IMMEDIATE RELEASE

Dr. George Goodheart Collection opens at the David D. Palmer Health

Sciences Library at Palmer College of Chiropractic, Davenport Davenport,

IA, Saturday August 14, 2010, 4:30-6:00p.m.-- Palmer College of Chiropractic, Davenport honored Dr. George Goodheart with the addition of Dr. George J. Goodheart Collection to the David D. Palmer Health Sciences Library in Davenport, Iowa on August 14, 2010.

Mrs. JoAnn Goodheart, wife of Dr. Goodheart, generously donated much of Dr. Goodheart's memorabilia, which is now on permanent display and available for reference, to the David D. Palmer Health Sciences Library. It was not a difficult decision for Mrs. Goodheart to choose the Palmer College of Chiropractic, Davenport for the housing of Dr.

Goodheart's collection. "The very thought that "The Goodheart Collection" would be permanently housed with the archives of D.D. Palmer, the founder of chiropractic, made that decision easy."

Additionally, several generous International College of Applied Kinesiology-U.S.A. (ICAK-U.S.A.) donors contributed a bust of Dr. Goodheart to the library.

The ICAK-U.S.A. and Mrs. Goodheart hosted guests at a reception during Palmer Davenport Homecoming to make this AK history accessible to the world. It is the anticipation of JoAnn that all who enter the library feel the presence of Dr. Goodheart's passion for all areas of health. "George was very proud to be a Doctor of Chiropractic. He loved his profession and dedicated his life to proving and enhancing all of the principles of

Chiropractic. My hope is that this collection will inspire all who go through it to never stop learning and trying to help improve the quality of life of all of their patients.”

Dr. Goodheart graduated from the National College of Chiropractic in 1939 as a second generation chiropractor. Shortly after he began his profession as a chiropractor, Dr. Goodheart was called to join the United States Air Force in World War II and became the youngest, at that time, to achieve the rank of Major at the age of 26. Throughout his life he made many noteworthy achievements. In 1964, Dr. Goodheart discovered a relationship between the strength of muscles and specific organs or glands. With this breakthrough, Applied Kinesiology (AK) was born and is currently practiced by thousands in the medical field. AK is a diagnostic value system based on the examination of mental, chemical, and physical factors notably confirmed by specific manual muscle testing. In 1975, the International College of Applied Kinesiology was founded to further Dr. Goodheart’s research in the Applied Kinesiology. Dr. Goodheart dedicated 32 years to ICAK as its Research Director.

In the winter of 1980, Dr. Goodheart became the first Doctor of Chiropractic to be appointed to the United States Sports Medicine Committee at the winter Olympics in Lake Placid, New York. Dr. Goodheart was nominated in 1988 by Members of the U.S. Congress for the Presidential Medal of Freedom, the highest civilian award bestowed by the President on behalf of the nation. In 2001, Dr. Goodheart was featured in an article in TIME magazine entitled *Alternative Medicine Innovators, A Breed of Healers*.

For more information, please contact the ICAK-U.S.A. at 913-384-5336 or e-mail icak@dcj-kansascity.com.
