



Health Fair Planned for Sept. 15

South Milwaukee Farmers' Market

Variety of Vendors Expected for First-Time Event

SOUTH MILWAUKEE (Sept. 7, 2011) – The South Milwaukee Downtown Market is partnering with South Shore Family Chiropractic to host the “10 Steps to Wellness” Health Fair on Thursday, September 15, at the market.

The free event is scheduled for 3 to 7 p.m. – the regular hours of the market – and will feature a variety of local health care providers providing wellness information, demonstrations and other services.

These vendors will be in addition to the dozens of produce, organics, baked goods, prepared food, arts and crafts and other vendors who call the market at 11th and Milwaukee Avenue in South Milwaukee home every week.

“We love bringing events like this to the market,” Downtown Market Chairman Bob Pfeiffer said. “And a health fair makes perfect sense for us. We are trying to encourage healthy lifestyles every week at the market, with a focus on fresh, locally grown produce and other great natural products. This is a great partnership.”

The goal of the fair is to educate people on how to take good care of themselves, make better lifestyle choices, and to have a healthier, happier life, said Dr. Steven Scheuing, clinic director for South Shore Family Chiropractic, 1333 College Ave., Suite M, South Milwaukee.

“Knowledge is power,” Scheuing said. “South Shore Family Chiropractic, along with other members of our health community, want to share the tools necessary to live a happy, healthy life. We want people to understand that health is a choice, not a mystery, and each individual can make significant strides toward a wellness lifestyle by learning from the health organizations participating in the first 10 Steps to Wellness Health Fair.”

10 Steps to Wellness is a concept taken from the book “WELLNESS WINS!” by Dr. Tom Potisk and Dr. Jerry Zelm. They are:

1. Release your inner healing power
2. Have fun
3. You are what you eat
4. Managing stress
5. Exercise

6. Sleep
7. Dangers of prescription and over-the-counter drugs
8. Control your habits ... control your life
9. Faith – higher purpose
10. A new beginning ... one step at a time

Each health fair vendor will bring at least one of these 10 steps to life at their booth.

“I’m delighted to see the public learning how to take more personal responsibility for their wellbeing,” Potisk said. “Families can decrease their health care expenses by implementing the wellness concepts presented at this event. This is real prevention and it's the solution to our nation's health insurance reform crisis.”

Added Zelm: “The United States spends more on health care than any other industrialized nation in the world. Yet its citizens are not the healthiest. Research has shown that 80 percent of illness could be prevented with better lifestyle choices. Therefore, it makes sense to collect and share information that can personally reduce health problems and promote wellness in society.”

About South Shore Family Chiropractic

South Shore Family Chiropractic is a 25-year-old family wellness practice in South Milwaukee. We have two doctors and two massage therapists. Our focus is on prevention, family wellness care, and healthy alternatives solutions to common health problems. We approach each person as an individual and get to the root cause of their health issues so that we can help them create a road map to better health and wellness. What makes our office different than most is that we do take a more holistic, whole body approach to lifetime wellness, rather than focusing just on the back or just on a single health concern.

About the South Milwaukee Downtown Market

Area residents looking for a unique shopping experience travel to downtown South Milwaukee, where they find an eclectic mix of merchants selling fresh fruits and vegetables, baked goods, flowers, art, jewelry and other local goods. They also find a sampling of area restaurants, live entertainment and special events as part of what is a true destination for families, foodies and everyone in between. It’s a simple yet ambitious vision – one that the South Milwaukee Downtown Market has achieved ever since it launched in July of 2009. Located on 11th and Milwaukee Avenues near the heart of the South Milwaukee city center, the Downtown Market has grown to become one of the largest in the area with more than 60 regular vendors and hundreds of regular customers. It is operated by a committee of local residents, business owners and city and civic leaders that all have the same goal in mind: find new ways to breathe new life and instill new energy in downtown South Milwaukee.

South Milwaukee Downtown Market

www.smdowntownmarket.org and on Facebook

Bob Pfeiffer, Market Chairman

Phone: 414-768-8195 or Bob.Pfeiffer@mcfls.org

Alderman Erik Brooks, Market Committee member

Phone: 414-841-8901 or erikbrooks32@yahoo.com