



Alaskan Acupuncture & Massage, Inc.
223 Gold St., Suite B
Juneau, AK 99801
(907) 463-3026 / FAX 463-3021

Media Inquires Contact: Valerie DeLaune, Lac (907)463-3026
Press Kit /Reviews: <http://triggerpointrelief.com/pressmedia.html>

Interactive Self-Help CD Offers Pain Management Methods

(Juneau, AK) January 1, 2005: A newly-released book-on-CD ROM guides users through proven self-help pain management methods. The multi-media book "*Pain Relief with Trigger Point Self-Help*" was written by Alaskan acupuncturist and neuromuscular massage therapist Valerie DeLaune, LAc.

"People in pain often suffer for a long time before finally seeking help," says DeLaune. "It's especially unfortunate because with early intervention the degree and duration of pain can be greatly reduced or eliminated. This book provides help for people living with chronic conditions, in addition to treating recent aches and pains, and teaches people how to maintain their health."

The book navigates like a web-page. "With the CD ROM format I was able to do things I couldn't have done with a traditional print book," says DeLaune, "For example, I've included 144 video segments demonstrating the self-help techniques so readers can see how to do them correctly, and re-play them as often as necessary. It's almost as good as taking your therapist home with you." The multi-media book includes photos, text, videos and interactive media. For example, the reader can place a cursor over an interactive photograph of a body where they feel pain, and learn about what may cause symptoms in that area and specific pain reduction techniques.

Much of DeLaune's text is based on the research of Dr. Janet Travell, White House physician under the Johnson and Kennedy administrations, and Dr. David G. Simons, who joined Travell in her research on "trigger point" referral patterns and treatments. A "trigger point" is an area in a muscle where blood flow has been reduced and metabolic wastes aren't being exchanged for oxygen, which may manifest as a "knot" in the muscle if enough trigger points are in one spot. Muscle overuse, nutritional problems, endocrine system imbalances, and stress are among the causes. According to Drs. Travell and Simons, trigger points can "refer" pain to other areas of the body and aren't necessarily located in the area of pain. Pain and other symptoms can be relieved if the trigger point is treated with pressure or other techniques.

Drs. Simons and Travell's research was published as a large two-volume set intended for doctors performing trigger point injections. DeLaune has condensed the work into more accessible language for lay users, and for practitioners who don't need the information in as great a depth. She has also incorporated knowledge from her 15 years of expertise in treating trigger points with massage and acupuncture.

[Valerie DeLaune is a licensed acupuncturist and certified neuromuscular massage therapist, with a Master's Degree in Acupuncture from the Northwest Institute of Acupuncture and Oriental Medicine and a B.S. from the University of Washington, and certificates from Heartwood Institute and Brenneke School of Massage.]

What People are Saying About *Pain Relief with Trigger Point Self-Help*

“This is a very clever, intelligent approach to self-discovery & self-help. I focused on the sternocleidomastoid and was amazed at the list of common symptoms – it explained many seemingly unrelated symptoms that seemed to flare up without explanation.”

- Jill Sandleben

“I’d buy them for family members for X-mas...It is a great idea, very helpful and an exciting new direction for self-help. We should all strive to help ourselves more as we strive for optimum health! Thanks Valerie, for inviting me to test this book-on-CD out !!!”

- Suzanne Hebert

“The videos were a stroke of genius! They helped me get it right much quicker than just reading about how to work the muscles. The biggest advantage to the videos is that over time, my self-work sometimes morphs into less-than-helpful exercises. With the videos, I can refer back if I need to check my form...I was amazed at the product! This CD puts everything I need to know about trigger points in one location. The videos are amazing, so helpful. This is an amazing piece of work!”

- Leila Vollmer

“The chapter on Perpetuating Factors was so helpful and insightful... Excellent! You didn’t leave anything out. All bases are covered. I love your introduction too. I should be healed in no time. Thank you.”

- Marla Johnson

“I personally find this a fabulous tool to use/incorporate into my present practice, as well as personal use. I think a person could utilize the self-help videos to facilitate specific areas.”

- Rachel Barth (Massage Therapist)

“The photos showing the area of pain was excellent...The videos were great and easy to follow...Everything was laid out clearly...I think it is a great concept. It is amazing what you can do with a tennis ball and stretching.”

- Arnold and Lisa Ibias

“This is a remarkable book which I will continue to use...Exercises were clear and easy to follow. I had [a lot of pain before my last massage] and began the exercises with some pain. Pain is virtually gone now after three weeks...This CD would be most helpful for athletes, or for anyone who has an interest in taking hold of their own self-care. It is very educational in nature, easy to follow, and inspiring. Thanks for putting it all together!”

- Sally Donaldson