

FOR IMMEDIATE RELEASE

Flooded and Rebuilt, Active Family Chiropractic Turns Its Own Disaster Into Relief for Others

Grand Island clinic raises \$4,700 for Texas flood victims through Heartland United Way following its own month-long closure.

Grand Island, Nebraska, June 26, 2025 – Active Family Chiropractic and Acupuncture reopened its doors at 2441 Diers Ave. on July 28, 2025 after a month-long closure caused by interior flood damage. On the day it welcomed patients back, it launched a campaign to help communities hit harder than its own. The clinic donated a portion of every new patient exam fee through August, raising \$4,700 for Texas flood relief through Heartland United Way.

The flooding at Active Family's Grand Island location left the interior of the building submerged. Staff used kayaks to remove equipment and supplies, and a couple of the clinic's chiropractors waded through standing water to reach the building and assess structural damage. Full repairs took four weeks before the clinic could safely reopen.

“The damages were catastrophic. One of the business’s chiropractors put on hip waders, parked a distance from the building and walked over to it to assess the damage. We used kayaks to get everything out. It was a team effort,” said Jenna Rivera, Head of Operations at Active Family Chiropractic. “We appreciate all of the support of our patients and local community.”

Donations ran from the Grand Reopening on July 28 through the end of August. The \$4,700 raised will support Texas residents affected by flooding from the July 4 storms, distributed through Heartland United Way.

Active Family Chiropractic and Acupuncture has served Central Nebraska since 2007, offering chiropractic care, acupuncture and wellness services at its six locations. The clinic operates on a patient-first model, treating pain, discomfort and limited mobility as symptoms of a larger story.

Media Contact:

Abigail Shaw

Marketing Strategist

abigail@activefamily.health

308-384-4955

Email subject line: Grand Island clinic raised \$4,700 for Texas flood relief

Hi Carol,

When Active Family Chiropractic flooded this summer, staff used kayaks to clear the building. Four weeks later, they reopened and spent the next month raising \$4,700 for Texas communities hit by the July 4 storms.

That turnaround is the story. A small Nebraska clinic that could have quietly recovered instead went public with what happened, partnered with Heartland United Way and tied every new patient through August to a donation. The speed, the community response and the decision to give while still rebuilding makes this a concrete example of what crisis transparency actually looks like for a small business in our community.

I'm happy to connect you with Jenna Rivera, Head of Operations, for a brief interview and can provide photos from the Grand Reopening event on July 28.

Would this be a fit for The GI Independent?

Let me know,

Abigail Shaw

Marketing Strategist, Active Family Chiropractic

308-384-4955 | abigail@activefamily.health

ACTIVE FAMILY CHIROPRACTIC

Flood Relief Campaign Facts

Organization:

- What they do: Active Family Chiropractic and Acupuncture provides chiropractic care, acupuncture and wellness services to patients across Central Nebraska.
- Location(s): Grand Island, Neb. Hastings, Neb. Kearney, Neb. Columbus, Neb.
- Founded: 2007
- Mission: To treat every patient as a whole person by understanding the story behind pain, discomfort and limited movement and helping heal the root cause.

Situation:

- What happened: Flooding caused significant interior damage to Active Family's location at 2441 Diers Ave. in Grand Island on June 26, 2025. Staff used kayaks to remove equipment and supplies from the building, and clinical staff waded through standing water to assess structural damage firsthand.
- Closure period: June 26, 2025 - July 27, 2025
- Impact on patients and staff: The clinic was unable to see patients at this location for approximately four weeks while repairs were completed. Full staff relocated to Webb Rd location to continue treatment.

Campaign:

- Campaign name/concept: Rebuild & Give back
- Channels used: Facebook, Instagram, TikTok, patient face-to-face communication, email and text campaign
- Duration: 30 days (July 28, 2025 - August 30, 2025)
- Total raised: \$4,700
- Funds used for: Relief for Texas communities impacted by the July 4, 2025 floods, distributed through Heartland United Way.

Outcome:

- Reopening date: Monday, July 28, 2025
- Patient response: Patients and community members turned out strongly for a Business After Hours event showcasing the rebuilt location, demonstrating sustained support throughout the clinic's recovery.
- Community impact: \$4,700 donated to Heartland United Way in support of Texas flood relief efforts.

Media Contact:

Abigail Shaw

Marketing Strategist

abigail@activefamily.health

308-384-4955