



ATTEND TO WIN
 A Cruise on the Atlantic Canada Explorer Expedition Adventure Canada

GEORGETOWN'S LARGEST TRAVEL SHOW

FREE ADMISSION • 22 TRAVEL EXHIBITORS
 INFORMATIVE PRESENTATIONS • EXCLUSIVE SAVINGS

GELLERT COMMUNITY CENTRE

Saturday November 9, 2019 From 1:30pm - 5:30pm
 10241 8 Line, Georgetown, ON

REGISTER TODAY AT
ultimatetravelshow.com/georgetown/

Vision Travel
 A DIRECT TRAVEL® COMPANY

FOR MORE INFORMATION CONTACT VISION TRAVEL GEORGETOWN
 (905) 873-2000 • georgetown@visiontravel.ca
 328 Guelph Street, Georgetown, Ontario
 TICO#50023504

NEWS

GEORGETOWN CHIROPRACTOR NAMED BUSINESS CITIZEN OF THE YEAR

BRYAN MYERS
 bmyers@metroland.com

A Georgetown chiropractor has really put the social into social media, with his online presence having a positive impact on the community.

Dr. Matt Bradbury, owner of One Life Family Chiropractic, was named Business Citizen of the Year by the Halton Hills Chamber of Commerce during the 2019 Business Achievement Awards Gala.

"I think it really encompasses what I would expect of myself as a business owner in terms of looking after the community and making sure there's value to the community," Bradbury said.

Residents who aren't Bradbury's patients may recognize him from local social media channels.

"I think telling my story, and stories that go along with health and chiropractic, really enlightens people to get excited to live life," Bradbury said.

About three years ago, he started incorporating Facebook Live into his business.

"If you were doing Facebook Live four years ago, it was huge," Bradbury said. "Now, there's so much volume on social media that you have to show up interesting and tell a story."

Though social media is



Bryan Myers/Torstar

Dr. Matt Bradbury, received the Business Citizen of the Year award during the 2019 Business Achievement Awards Gala. Bradbury has run his chiropractic practice in Georgetown for the past eight years.

one method of attracting business, Bradbury said that it's not about making sales, rather more about educating the public.

"There's hardly ever an ask," he said. "There doesn't need to be. So many people know the social media page and when they're ready they'll come in and have a conversation. If I can help I'll let them know - if not, I'll help them find the right care for them."

At a recent presentation to local business owners, Bradbury offered advice for fostering social media use in the community.

"You'll never be able to out-market Coca-Cola or

Pepsi," Bradbury said, "but if you tell your story as a small or medium-sized business, you can define your market."

But generating business through social media, Bradbury said, came from demonstrating value without expecting something in return.

"As a business owner you have to show up excited to do what you do," Bradbury said. "I get excited every day to see people say, 'Hey, I saw your video.'"

One Life Family Chiropractic is located at 360 Guelph St., unit 43 and serves patients from infants to seniors.

DO YOU HEAR Ringing? Buzzing? Book a TINNITUS Consultation Today!

NORTH HALTON BETTER HEARING CENTRE



Hearing Testing, Hearing Aids and Accessories

Ph: 289-891-8833 120 Mill Street, Georgetown