



FOR IMMEDIATE RELEASE

**GARY CUNEO NAMED CHIEF EXECUTIVE OFFICER
FOR FOUNDATION FOR CHIROPRACTIC PROGRESS**

The Foundation for Chiropractic Progress (F4CP) is pleased to announce the appointment of Gary Cuneo as the new Chief Executive Officer.

Familiar to the chiropractic community for more than three decades, Cuneo most recently served as the Executive Vice President of the American Chiropractic Association for 10 years. In addition, he has served as the Executive Director of the California Chiropractic Association as well as the Executive Secretary to the California Board of Chiropractic Examiners. He was honored with the ACA's Humanitarian of the Year in 2006 and received is a 1994 honorary graduate of Palmer Chiropractic College West.

"Being part of the Foundation gives me another opportunity to give back to this great profession," said Cuneo. "The Foundation has an opportunity to really increase the public's perception of the profession and I am pleased to be part of that effort."

Help support the Foundation and build on the recent positive press campaign. The Foundation Board represents a cross section of the profession with one goal: To increase the public awareness of the benefits of chiropractic. Please help us in the effort to expand on a positive image of the profession.

If you wish to make a pledge and/or contribution to the Foundation, please visit www.foundation4cp.com. Contributions are also received at P.O. Box 12611, Roanoke, Virginia 24027-2611.

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About F4CP

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation's goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at www.foundation4cp.com or call 866-901-f4cp.

