



FOR IMMEDIATE RELEASE

**CONTRIBUTIONS BY SANNA AND HOFFMAN LAUNCH STRONG SUPPORT
FOR F4CP AT FLORIDA NATIONAL CONFERENCE**

Foundation of Chiropractic Progress board members and staff attended the recent 2006 Florida Chiropractic Association National Conference in Orlando, Florida, to share the campaign's recent positive press and attract new support from doctors and vendors. During the course of the event Foundation representatives spoke to hundreds of doctors, vendors, and potential donors.

Dr. Bob Hoffman, President of The Masters Circle, made a major contribution of \$10,000 to the Foundation. President of Breakthrough Coaching, Dr. Mark Sanna, presented a check for \$5,000 bringing his total contribution to \$50,000. Other vendor contributions include Anabolic Laboratories with a contribution of \$2,000 (bringing their total to \$4,000), an additional pledge from Karen Klatt/DC Products Review, and a pledge of \$5,000 from HESCO. More than thirty doctors made commitments to contribute to the Foundation on a monthly basis, with a number of requests from vendors requesting more information.

Editorials of support for the campaign's positive press from Chiropractic Economics and Dynamic Chiropractic were available to doctors attending the conference. A number of other publications including D. C. Products Review provided support for the Foundation. There is strong support in the chiropractic publishing community that this effort is successful!

The Foundation for Chiropractic Progress represents a cross section of the chiropractic and vendor community with the goal of increasing the public's awareness of the benefits of chiropractic. Since July, it has been advertising in such prominent publications as Sport's Illustrated, U.S. News and World Report, and Newsweek. This campaign will continue through August 2007.

"The Foundation pledges that every dollar received from vendors and doctors will go directly to the advertising/public relations campaign," said Kent S. Greenawalt, Founder of the Foundation. "Operational and overhead expenses will be covered by a gift from Foot Levelers."

We invite you to join the Foundation and build on the recent positive press of this campaign. The Foundation Board represents a cross section of the profession with one goal: The advancement of the profession. Please join us in the effort toward conveying a positive message regarding this profession to the consumer public.

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 560, Carmichael, California 95609-0560.

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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.