



**FOR IMMEDIATE RELEASE**

**Parker College Bestows Major Contribution to Campaign for Chiropractic**

Parker College of Chiropractic has made a major contribution of \$10,000 to the Foundation for Chiropractic Progress' Campaign for Chiropractic.

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.

"The Foundation for Chiropractic Progress is exactly what the Chiropractic profession needs," said Dr. Mancini, President of Parker College. "We now have a well planned and consistent message to educate the public on the value of chiropractic care."

Since July, the campaign has advertised in such prominent publications as Sport's Illustrated, U.S. News and World Report, and Newsweek. This campaign will continue through August 2007.

"Every chiropractor should support this effort," said Dr. Mancini. "Its success will impact greatly the future growth of our practices and our profession. Join us in making it happen."

Every dollar received from vendors and doctors will go directly to the advertising/public relations campaign. We invite you to join the Foundation and build on the positive press of this campaign. There is one and only one goal: The advancement of the profession.

If you wish to make a pledge and/or contribution to the Foundation, please visit [www.foundation4cp.com](http://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](http://www.foundation4cp.com) or call 866-901-f4cp.

