



**FOR IMMEDIATE RELEASE**

**Sarah Harding, Miss Fitness USA 2006, Speaks Out for Chiropractic**

**CARMICHAEL, Calif. – October 16, 2006** -- The Foundation for Chiropractic Progress, a not-for-profit organization dedicated to increasing public awareness of benefits of chiropractic, announced today an overwhelming positive response to the initial run of its year-long educational advertorial campaign in major national publications including *Newsweek*, *U.S. News and World Report*, *Sports Illustrated* and *Business Week*. Center to this campaign is a full-page advertorial featuring spokesperson Sarah Harding, two-time winner of the Ms. Fitness USA title, sharing her positive experience with chiropractic care.

"Sarah Harding is ideal for this position, having earned the title Ms. Fitness USA partially the result of a dynamic fitness routine which showcased her physical strength, flexibility and endurance," says Kent Greenawalt, President of the Foundation. "But, there is more to Sarah. She is an All American Honors graduate of Stanford University with an undergraduate degree in East Asian Studies and a Master's Degree in Communication."

At Stanford, Harding earned All American honors on floor exercise, scored a perfect "10," and will forever share the school record on the floor. Her entertainment career includes principal choreographer, dancer and acrobat at several theme parks worldwide. In 2003, she joined a highly successful acrobatic troupe in Las Vegas, NV where she performs high falls, acrobatic acting, and stunt work in two shows nightly for nearly 2,000 people per show.

Chiropractic has always played an important role in Sarah's life. "Chiropractic allowed me to pursue gymnastics," she said. "Even at an early age, it enabled me to lead an active life style. Chiropractic literally changed my life. If you're looking to make wellness a part of your life, Chiropractic is a great place to start. I am pleased to be part of a campaign that demonstrates the value of this great profession."

Greenawalt looks forward to a long association between the Foundation and Ms. Harding.

"Sarah is a woman for all seasons, combining beauty, athleticism and intelligence. I can't think of anyone better to articulate the benefits of chiropractic care."

###

**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.