



FOR IMMEDIATE RELEASE

POSITIVE CHIROPRACTIC MESSAGE REACHES NATION'S COVERAGE IN OTHER AREAS AND PUBLICATIONS

The Foundation for Chiropractic Progress (F4CP) is pleased to announce the next stage of its advertising campaign promoting the positive comments from Sarah Harding, Ms Fitness U.S.A. 2006. The July 31st issue of Newsweek will include the testimonial from Ms Harding, and will be distributed on July 24th in the areas of the District of Columbia, San Francisco, and New York.

A positive statement from Ms. Harding will also be featured in the July 31st issue of US News & World Report. Distribution to a circulation of 628,000 on July 24th will include the following areas: Chicago metro, Indianapolis metro, Cincinnati metro (Indiana), St. Louis metro (Illinois), Illinois less metros, Michigan, Pennsylvania, Philadelphia metro (NJ), and New York less metros, New York Metro, Florida.

Earlier this month, we reported an advertisement in the July 17th issue of Sports Illustrated with a circulation of 750,000 subscribers, and a July 24th issue of Newsweek Magazine with a circulation of 967,000 in twelve states (MT, CA, MD, HI, ID, NV, WA, KY, OR, GA, CT, IN, NJ).

"I am pleased that we have taken the first step toward conveying a positive message regarding this profession to the consumer public," said Kent S. Greenawalt, Foundation Chairman. "With your help we will be able to conduct a continued and expanded campaign."

The Foundation will keep you up to date with the latest information on even more positive press! The goal is that over the next six weeks every subscriber of these prominent national periodicals (magazines) including Newsweek, US News & World Report, Sports Illustrated and USA Today, with a combined circulation of over 12 million subscribers, will see at least one positive chiropractic advertisement. Even better – that these folks will be able to locate a doctor with the Find a Doc listing included in the advertisement.

Help support the Foundation and build on the positive press of this campaign.

The Foundation Board represents a cross section of the profession with one goal: The advancement of the profession. Please help us in the effort to expand on a positive image of the profession.

If you wish to see a copy of the ad or 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.

For more information about Sarah Harding please see the July 16th issue of Dynamic Chiropractic www.chiroweb.com/archives/24/15/05.html and Issue 11 of Chiropractic Economics www.chiroeco.com/news/2006/June/Fitness.php .

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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.