



FOR IMMEDIATE RELEASE

FOUNDATION FOR CHIROPRACTIC PROGRESS OFFERS CHIROPRACTIC ADVERTISING TO STATE ASSOCIATIONS

The Foundation of Chiropractic Progress is excited to announce the availability of the advertisement featuring Sarah Harding, Ms. Fitness USA, to chiropractic state associations who support the Foundation. Having appeared nationally in Newsweek, U.S. News and World Report, USA Today and Sports Illustrated, over 12 million subscribers have seen this advertisement during July and August with a pro-chiropractic message.

“State associations asked for the use of the advertisement locally to complement what we are doing nationally,” said Kent S. Greenawalt, Founder of the Foundation. “We think this is a great way to help implement the Foundation’s mission: to increase the public’s awareness of the benefits of chiropractic.”

Recognizing that a summer advertising campaign is not sufficient, the Foundation Board of Directors adopted an extended plan that, beginning in September 2006 and every month until August 2007, at least one national publication with a circulation of over 2 million will include a testimonial from a prominent chiropractic patient. In addition, the Foundation will retain a public relations expert to generate positive press for the profession.

“For this campaign to be successful there needs to be a strong partnership between the Foundation and the associations in the country that represent our profession,” said Greenawalt.

Chiropractic associations who have provided financial and in-kind support include: American Chiropractic Association, Colorado Chiropractic Association, New Jersey Chiropractic Association, North Carolina Chiropractic Association, Pennsylvania Chiropractic Association, Virginia Chiropractic Association, Ohio Chiropractic Association, New York Chiropractic Association and the North Dakota Chiropractic Association. There are many other associations that are actively considering support for the program

Foundation Board members include:

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Chairman, Founder Emeritus
Treasurer/Director
Foot Levelers

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Don Petersen
Board Member
Dynamic Chiropractic

Mark Sanna D.C.
Board Member
Breakthrough Coaching

Gary Cuneo and Kristin Kasabucki provide staff support.

Vendors who provide financial support include: NCMIC, Foot Levelers, Chiropractic Economics, Dynamic Chiropractic, Breakthrough Coaching, Pennsylvania Chiropractic Association, Connecticut Chiropractic Association and COCSA.

The Foundation Board represents a cross section of the profession with one goal: to increase the public awareness of the benefits of chiropractic. Help support the Foundation and build on the recent positive press campaign.

If you wish to make a pledge and/or contribution to the Foundation, please visit www.foundation4cp.com. Contributions are also received at P.

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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.