



FOR IMMEDIATE RELEASE

Foundation for Chiropractic Works with PR Firm

The Foundation for Chiropractic Progress is pleased to announce a new relationship with CPR Strategic Marketing Communications (CPR). A healthcare and life sciences focused marketing communication agency, CPR was selected to articulate and develop public relations communications initiatives for the Campaign for Chiropractic. The agency was recommended strongly by one of their clients - Dr. Bob Hoffman, president of The Masters Circle.

Laura Carabello, Chief Creative Officer for CPR, has more than 25 years experience in marketing strategy, planning and corporate communications. She has gained industry recognition for her role in the development of programs and campaigns for national and international corporations, serves as an advisor to public, private and not-for-profit entities, and has been invited by the U. S. Federal Trade Commission to testify on healthcare advertising and marketing

"CPR is grounded in high-powered media relations and market communications, with 25 years of experience in helping healthcare professionals, organizations and companies to achieve favorable positioning, said Laura Carabello. "Our entire team looks forward to working with the Foundation for Chiropractic Progress, with high expectations for boosting the image of the chiropractic community and elevating public confidence in the chiropractic approach to health and well being. We are truly honored to be a part of this initiative and anticipate stellar results."

CPR will provide the Foundation with public relations services including a media tour with the New York media, both print and electronic, utilizing Sarah Harding as the spokesperson. They will continue the initiatives to help the Foundation generate positive press.

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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.

