



FOR IMMEDIATE RELEASE

Healthy Action Steps for 2007: *Foundation for Chiropractic Progress introduces free calendar with action steps for personalized fitness*

CARMICHAEL, Calif. – January 10, 2007 -- While the New Year brings hope of lifestyle changes for many, the over-aggressive pursuit of these changes may lead to injuries resulting from doing too much, too soon, advises The Foundation for Chiropractic Progress, a not-for-profit organization dedicated to increasing public awareness of benefits of chiropractic. Recognizing that being healthy is a matter of physical, mental, emotional and spiritual well-being, the Foundation introduces an on-line calendar filled with simple, fun and enjoyable action steps to help individuals bring these four healthy living pillars into greater focus. Visit www.foundation4cp.com to access the calendar or call 916.359.0327.

“Health and fitness related resolutions are common for many people, but these goals often are side-tracked by unnecessary and painful injury,” says Gerard W. Clum, D.C. president of Life Chiropractic College West, Hayward, California, and spokesperson for the Foundation.

He says that these injuries are often avoidable, since they may simply be the result of good intentions and poor planning.

“After a long period of inactivity, many people are too aggressive with an exercise regimen and should take their time in getting back to an exercise routine,” he says. “Otherwise, a routine-stopping injury is likely, making it even harder to get back on the right track down the road.”

When increasing activity, he advises people to move cautiously and deliberately in a well-planned manner.

“One’s resolution and enthusiasm to initiate change are certainly the first step, but if these changes are derailed before results are seen or before they become permanent lifestyle changes, the likelihood of getting back on track is more remote,” he continues.

At the outset of any exercise regimen, attention should be given to proper preparation, form, feedback, and appropriate warm-up.

“The return on exercise investment will be greater if adequate attention is given to performing a routine, with the proper attention to body mechanics, stretching, focused goals, and the attention of a good coach, trainer, partner or work-out buddy,” concludes Dr. Clum.

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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.