



**FOR IMMEDIATE RELEASE**

**Foundation for Chiropractic Progress Announces 2007 Campaign**

To increase the public's awareness of the benefits of chiropractic care through positive press – this is the mission of the Foundation for Chiropractic Progress.

Since July 2006, the Foundation has advertised in major publications such as Newsweek, Health Magazine, Business Week, New York Times Magazine, U.S. News and World Report, and Sports Illustrated. More than 18 million positive impressions regarding chiropractic have been communicated to the general public through this medium. In addition, a TV commercial produced by the Foundation was recently aired to over 150 million viewers. During the 2007 campaign, we will continue to advertise in national publications with circulations of over 1 million.

Realizing that advertising alone will not significantly change public opinion, the Foundation retained a prominent public relations agency, CPR Communications. With more than twenty-five years working with the media, this firm is responsible for generating positive press to complement the advertising campaign for the profession. Their efforts have already shown positive results as they generated cover stories on Sarah Harding in New Living Magazine and Total Health Magazine.

In cooperation with the Foundation the agency has developed a comprehensive public relations campaign for 2007. Monthly press release to the general media on topics related to the profession, monthly Public Service Announcements to the print and electronic media, and a quarterly advertorials on topics promoting the profession are just a few positive press highlights for 2007.

Also exciting is the addition of a "Health Seekers Calendar" - developed to provide appropriate health tips to consumers who visit the Foundation's web site ([www.foundation4cp.org](http://www.foundation4cp.org)). Additionally, a Foundation blog will be established for consumers. With this feature, we will also have the ability to monitor the health blogs of prominent publications like the New York Times and The Washington Post for positive stories about chiropractic.

The reality is that chiropractic is considered the best-kept secret in health care. The Foundation for Chiropractic Progress is working for you to increase the positive press about chiropractic and change that reality.

Every dollar received from vendors and doctors will go directly to the advertising/public relations campaign.

We invite you to join the Foundation and build on the positive press of this campaign. If you wish to make a pledge and/or contribution to the Foundation, please visit [www.foundation4cp.com](http://www.foundation4cp.com). Contributions are also received at P.O. Box 560, Carmichael, California 95609-0560.

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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](http://www.foundation4cp.com) or call 866-901-f4cp.