



FOR IMMEDIATE RELEASE

The Foundation for Chiropractic Progress to Build on the Success of 2007

CARMICHAEL, Calif. – January 10, 2008 – The 2007 public relations campaign on behalf of the Foundation for Chiropractic Progress has been nothing short of extraordinary. The year generated over a quarter of a billion positive messages regarding the chiropractic profession. The value of the campaigns public relations activities- press releases, public service announcements, and advertorials-is estimated to be \$3.5 million in equivalent advertising dollars. This effort has increased not only public awareness, but has also aided the Foundation in reaching it's yearly goals.

The Foundation's goals for 2007 were to increase the profession's awareness of the Foundation's mission and campaign, increase the political and financial support for the Foundation, particularly, increase the education of the public and media regarding the benefits of chiropractic care and increase positive press for the profession. A major milestone for the 2007 years was increasing the number of monthly contributors to Foundation from 276 to 503 and increasing the number of professional associations supporting the Foundation from 22 to 36.

“We have been building a strong public relations campaign for the Foundation since the beginning of 2007. Public relations plays a crucial role in increasing the awareness of the Foundation's mission for both the public and the profession through the dissemination of positive messages, “ says Laura Carabello, Principle of the Foundation's public relations agency, CPR Strategic Marketing Communications. “These positive messages about the value of chiropractic care hold significant value to the profession as a whole and each individual chiropractor.”

The 2008 year will build on the successes of 2008 by putting even more resources into the Foundation's public relations campaign to generate more positive free press. The emphasis on

print and radio media will be expanded to include television through the development of a VNR (Video News Release), which is a video production, equivalent to a written press release. Other public relations initiatives will include the publication of a book authored by the Foundation carving out a new market niche for chiropractic: The Greening of Healthcare in America...eco-friendly healthcare that is non-toxic for every American.

Topics under this umbrella will include but are not limited to: alternatives to the use of steroids, the overprescribing of drugs, and obesity. We will also coordinate a series of media tours in which spokespersons for the Foundation meet with key members of the press to speak about the Foundation and these topics

These topics are pertinent to gaining the public's awareness of chiropractic and should warrant the Foundation much of the attention it deserves in 2008.

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.