



FOR IMMEDIATE RELEASE

Jeff Hartwig, Oldest American to Qualify for the Olympic Team in the Pole Vaulting Event, Attributes Success to Chiropractic Care

CARMICHAEL, Calif. – August 13, 2008 – At age 40, Jeff Hartwig goes on record as the oldest member of the 2008 Olympic U.S. Track and Field team, competing in the pole vault event. A two time Olympian and four-time national champion, Hartwig holds the American indoor pole vaulting record and attributes much of his athletic success to chiropractic care.

“The first time I was treated by a chiropractor was akin to a miracle -- a much better option than simply using conventional medicine because my injuries healed faster and my whole body felt better,” said Hartwig during an interview conducted a week prior to the Olympic events.

Just shy of his 41st birthday, Jeff is one of the three U.S. pole vault athletes competing in Beijing. He vaulted 18 feet, eight inches to become the oldest American to qualify for the Olympic team in his event. Hartwig finished 11th at the 1996 Games in Atlanta and went on to set the American record in 1998 at 19 feet, 9¼ inches.

“Without chiropractic care, I doubt that I would ever have been able to reach these levels or be able to train at such an intense level,” said Hartwig.

Jeff is treated by U.S. Olympic Committee team chiropractor Ted Forcum, D.C. of Tigard, Ore., one of four doctors of chiropractic joining the 62-member U.S. Olympic healthcare team for the 2008 Olympic Games.

“Chiropractic fulfills a niche need, not only by treating injuries but also by aiding in recovery and positively impacting athletic performance,” said Forcum. “Chiropractors promote active care and treatment with a commitment to healthy progression and rehabilitation.”

Since the 1980 Winter Olympic Games in Lake Placid, New York, chiropractors have provided healthcare services to elite performers, and this year chiropractors will assume an even greater role in the integrated healthcare team, which includes medical doctors, massage therapists, and certified athletic trainers.

In addition to the four chiropractors who will provide care to the U.S. Olympic athletes, chiropractors from around the world will be joining their respective Olympic teams in providing safe and effective healthcare. Team chiropractors will be present from New Zealand, the United Kingdom, Canada, Brazil, and China among others.

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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.