



## **FOR IMMEDIATE RELEASE**

### **The Foundation for Chiropractic Progress is Making Lasting Impressions**

Spokesperson and NFL Great, Jerry Rice leads the way in helping raise public awareness on the many benefits of chiropractic care

Carmichael, CA – July 16, 2009 – The Foundation for Chiropractic Progress, a not-for-profit organization dedicated to the positive promotion of the chiropractic profession, is pleased to announce the positive results their recent media outreach has generated. Most notably is the Jerry Rice campaign which featured advertisements in high level media outlets such as ESPN the Magazine, Men’s Health, USA Today, and Sports Illustrated reaching over 10 million readers. The campaign also included both radio and television public service announcements, as well as a news release sent out nationwide. All in all, the Rice campaign alone was responsible for over 150 million media impressions, and counting.

The Foundation has also been able to attract media attention with timely released PSA’s and news releases that serve as a consumer education tool. Some examples include the “Cell Phone Elbow” release that suggests using a headset to prevent injury (over 8 million media impressions), “Hand Bag Overload” release which advises women to wear a hand bag with two shoulder straps (over 9 million media impressions), and a “Neck Pain” release which reports that interventions by a chiropractor can be the best option for treating neck pain (over 12 million media impressions).

Every day that passes, the Foundation’s news stories continue to receive coverage nationwide. This is achieved through strategic story creation which allows the Foundation’s news to be timeless and relevant today or 6 months down the road. Take for example, the “High Heel” release sent out in August, 2008 which has created over 60 million media impressions...and growing.

To view individual media reports, please visit [www.foundation4cp.com](http://www.foundation4cp.com) and click the “News” section or click the following link, <http://www.foundation4cp.com/news/>. You can view the exact media outlets that are supporting each release and PSA. Please feel free to contact your local affiliates and thank them for the support or possibly take it a step further and turn our release into a feature for your practice. If your local media is not supporting our information, make sure to reach out to them and encourage them to show support for chiropractic.

About The Foundation for Chiropractic Progress:

The Foundation for Chiropractic Progress is a 501c6 corporation that represents a cross section of the chiropractic and vendor communities with the goal of increasing the public’s awareness of the benefits of chiropractic. [www.F4CP.org](http://www.F4CP.org).

## **Foundation for Chiropractic Progress Media Results**

Jerry Rice (TV): As of 7/7/2009 this release had been broadcast 175 times in 26 different states with an audience of 107,937,244.

Jerry Rice (Radio): As of 7/15/09 this release had been broadcast 206 times in 37 different states with an audience of 16,635,432.

Jerry Rice (Matte): As of 7/14/09 this release generated 252 news articles in 18 different states with a readership of 9,481,360. The sites it was on were viewed by 6,339,693 unique visitors per month.

Cell Phone Elbow: As of 7/14/09 this release generated 16 news articles in 4 different states with a readership of 1,465,136. The sites it was on were viewed by 6,300,000 unique visitors per month.

Handbag: As of 7/14/09 this release generated 76 news articles in 6 different states with a readership of 2,502,240. The sites it was on were viewed by 6,313,000 unique visitors per month.

Neck Pain: As of 7/14/2009 this release generated 184 news articles in 16 different states with a readership of 6,193,776. The sites it was on were viewed by 6,300,000 unique visitors per month.

High Heels: As of 7/14/2009 this release generated 280 news articles in 30 different states with a readership of 53,829,632. The sites it was on were viewed by 6,344,987 unique visitors per month.

Becky Halstead: As of 7/14/09 this release generated 56 news articles in 10 different states with a readership of 1,077,760. The sites it was on were viewed by 6,301,550 unique visitors per month.

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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.

