



FOR IMMEDIATE RELEASE

Jerry Rice Shares Personal Successes with Chiropractic Care on the Football Field and the Dance Floor

CARMICHAEL, Calif. – January 22, 2009 -- The Foundation for Chiropractic Progress, a not for profit organization dedicated to increasing public awareness of chiropractic, announced today that future NFL Hall of Famer, Jerry Rice has agreed to serve as its spokesperson. Rice, a 13-time Pro Bowl football player who owns 38 career records and three Super Bowl rings, will share his positive experiences with chiropractic care.

“Chiropractic care has been instrumental in my life, both on and off the field, and I am excited to share this with the American public,” says Rice. “I have been blessed with a long and healthy career as a professional athlete, and as I move forward into the next stage of my life, chiropractic care will continue to be an important part of my game plan.”

Throughout 2009, Rice will relate how chiropractic helped him to become the most durable and feared wide receiver in the history of football. He will also articulate the value of chiropractic during his retirement and ways in which it impacted his ability to become a finalist in a physically demanding and widely popular television show “Dancing with the Stars.”

A graduate of Mississippi Valley State College, Rice was drafted by the San Francisco 49ers in 1985 where he won three Super Bowl Championships during his 16-year career there. He enjoyed three seasons with the Oakland Raiders, including a Super Bowl appearance and one season with the Seattle Seahawks before retiring in 2005. At his retirement, Rice held career records for receptions (1547), receiving yards (22,895), touchdowns (208) and receiving touchdowns (197) during the regular season; and post-season records for receiving yards (1,848) and receiving touchdowns (22). Rice was rookie of the year for the 1985 season, most valuable player for 1987, Super Bowl most valuable player in 1989, and NFL Player of the Year for 1990 and 1997. He helped the 49ers win three Super Bowls (1989-90,1995).

“Jerry Rice understands what it takes to maintain a healthy body,” says Kent S. Greenawalt, president of the Foundation. “His personal message of how chiropractic played an important role in his ability to maintain a long and successful career in football will be well received by the American public, and remains an important part of his game plan for a healthy life.”

To view Rice's testimonial, please navigate to the page below:

http://www2.marketwire.com/mw/release_html_b1?release_id=468049

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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.