



**FOR IMMEDIATE RELEASE**

**Chiropractic Colleges Provide Unprecedented Financial Support to the Foundation for  
Chiropractic Progress**

**Carmichael, CA – March 18, 2009** – The Foundation for Chiropractic Progress ([www.F4CP.org](http://www.F4CP.org)), a not-for-profit organization dedicated to the positive promotion of the chiropractic profession, is pleased to announce that it has received an unprecedented financial commitment – more than \$127,600 -- from the various chiropractic colleges and universities throughout the United States, as well as Canada and New Zealand, that are members of the Association of Chiropractic Colleges.

“This support comes not only as a fiscal donation, but also represents the first time that 100 percent of an organization (ACC) and its numerous education institutions are coming together in support of the Foundation,” says Kent S. Greenawalt, president of the Foundation. “We are grateful to them for making this donation, a momentous turning point in Foundation’s history and the history of chiropractic.”

Generous contributions, including New Zealand Chiropractic College and a contribution from Canadian Memorial, were recorded following a presentation to the ACC by Mr. Greenawalt. Greenawalt reviewed the Foundation’s activities, emphasizing the public relations plan of past, present and future. He also noted that every dollar donated to this effort goes directly into the advertising and public relations campaign. This has been made possible by a separate donation by Foot Levelers Inc. to cover overhead costs and by CPR Communications, a public relations firm working pro-bono for the Foundation.

“This is a profession-wide campaign with no boundaries of individual philosophy, organizational membership or personal difference,” says Carl Cleveland III, D.C., President, Cleveland College of Chiropractic and president of the ACC, who pledged \$10,000 on behalf of the Cleveland Kansas

City and Los Angeles campuses at the meeting. “This is our opportunity to bring the image of this profession in line with the reality of today’s chiropractic practice.”

The Foundation continues to promote the chiropractic profession through a strong public relations plan including monthly public service announcements, press releases and advertorials. The Foundation has recently acquired NFL Super Bowl champion, Jerry Rice, as its spokesperson. Rice’s image is included in the Foundation’s national advertising campaign.

“Supporting the Foundation was the right thing to do,” says Mark Zeigler, D.C., president of Northwestern Life Sciences University, who pledged \$25,000 to the Foundation at the ACC meeting bringing the total contribution of the University to \$55,000. “We are setting an example for our collective student bodies, and we are confident that the Foundation, which has gained a tremendous amount of press for the profession, will continue to drive positive press for chiropractic.

The Foundation has executed the longest, continuous public relations campaign in the history of the profession. Chiropractors and other professional stakeholders are encouraged to join the Foundation. Pledges and/or contributions to the Foundation can be made at [www.f4cp.org](http://www.f4cp.org) or mailed to PO 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.