



FOR IMMEDIATE RELEASE

**Foundation for Chiropractic Progress Fundraising Dinner Serves Up Record-Setting Support
from Professionals and Industry**

CARMICHAEL, Calif. – September 3, 2009 – One of the most successful single fundraising events in the history of this profession occurred during a dinner sponsored by The Foundation for Chiropractic Progress (www.f4cp.com) at the 2009 Florida Chiropractic Association Convention in Orlando, FL. In a filled-to-capacity room with guests spanning representatives from key vendors and chiropractic colleges, the Foundation scored a record-setting \$650,000 in contributions and enjoyed presentations from chiropractic trailblazers, including Foundation spokesperson Retired Brigadier General Becky Halstead, who discussed the positive impact of chiropractic on her own struggles with chronic pain.

“Brigadier General Halstead is a true American hero who has applied the same principles and passion she showed during her military service to the Foundation’s goals by working diligently on its behalf and giving so generously of her time and support,” says Kent S. Greenawalt, chairman and director of the Foundation which is dedicated to increasing public awareness of the benefits of chiropractic. “Becky has been an exemplary ambassador on our behalf, raising awareness of the health and wellness benefits of chiropractic.”

During the event the Foundation roster of monthly contributors reached over 1,200 members, with new pledges and increased renewal support from such organizations as Standard Process, *Chiropractic Economics*, Kennedy Decompression, Performance Health, Anabolic Labs, Drucker Labs, Florida Chiropractic Association, Northwestern College, Parker College, Vitality Depot, American Chiropractic Association, Breakthrough Coaching, and Meyer Distributor.

Additionally, the Foundation recently announced its unprecedented nearly \$1 million high-profile media blitz designed to advance the chiropractic profession during the healthcare reform debate. The four-week media saturation, which will continue through mid-October, is expected to generate over five million media impressions and will feature Foundation advertisements in some of the nation's most prominent publications including *The Wall Street Journal*, *Politico*, *Roll Call*, *USA Today*, and *The Washington Post*.

"The healthcare reform blitz is designed to speak directly to the decision-makers on Capitol Hill and will be one of the most highly visible media campaigns in the history of this profession," says Greenawalt. "This kind of initiative would not be possible without our monthly contributors, who believe in their profession and recognize the importance of promoting the countless benefits of chiropractic care. I urge those committed to the future of chiropractic to join our cause and become part of the solution, so that the Foundation can continue and expand the professions positive message campaign."

To become a member of the Foundation – and be a part of its game-changing efforts -- visit www.F4CP.org.

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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.