



FOR IMMEDIATE RELEASE

**Laura Carabello, Public Relations and Marketing Communications Professional, Named 2009
“Humanitarian of the Year” by American Chiropractic Association**

CARMICHAEL, Calif./ELMWOOD PARK, NJ – October 6, 2009 – The Foundation for Chiropractic Progress (www.f4cp.com), a not-for-profit organization dedicated to increasing public awareness of the benefits of chiropractic, congratulates Laura Carabello, founder and principal of New Jersey-based CPR Communications, for earning the 2009 American Chiropractic Association’s (ACA) 2009 Humanitarian of the Year Award. Carabello, who serves as strategic advisor to the Foundation, earned this distinction by contributing her expertise to achieve positive media attention for the chiropractic profession, a service she provides to the Foundation pro-bono.

The award was presented to Carabello by the outgoing ACA president, Dr. Glenn Manceaux and ACA chairman of the board, John Gentile, during the 2009 ACA House of Delegates meeting held September 25, 2009 in Dallas, Texas. The ACA Humanitarian of the Year award is given to those who support, promote, and contribute to the chiropractic profession and is considered the highest honor the ACA can credit to a non-chiropractor.

“Laura Carabello has been supporting the Foundation since its formation in 2003, and she has been our guiding light -- sharing her marketing knowledge and passion for chiropractic care, without charging us a dime,” says Kent S. Greenawalt, chairman and director of the Foundation, who participated in Carabello’s introduction during the ceremony. “Under her guidance, the Foundation has launched several unprecedented media campaigns, generating positive press for the chiropractic profession. We are truly blessed to have her as part of our team.”

Founder and principal of CPR communications (www.cpronline.com), Carabello has more than 25 years of experience in business development, marketing, and corporate positioning. As strategy consultant, she has worked with over 1,000 companies, including public and private organizations. Her work has also included numerous startups and venture capitalists, and she has served as interim vice president of marketing for several ventures. She also serves as a strategic advisor to public, private, and not-for-profit entities, and has been invited by the U.S. Federal Trade Commission to testify on healthcare advertising and marketing ethics.

“I am humbled by this award and very proud of the strides we have made over the past few years,” Carabello concludes. “The best is yet to come, and I encourage all professionals to get on board with the Foundation for Chiropractic Progress. As our membership increases, so will our ability to generate even greater coverage in high profile media.”

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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.