

Media

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FOR IMMEDIATE RELEASE

The Foundation for Chiropractic Progress Surpasses 2011 Goal

3.46 Billion Positive Messages and Counting

CARMICHAEL, Calif. (Dec. 15, 2011) – The Foundation for Chiropractic Progress (F4CP), architect of the longest running public awareness campaign for the chiropractic profession, recently announced its cumulative 2011 coverage numbers at an astounding 3.46 Billion – greatly surpassing their initial goal of 2 Billion. Tracked by a reliable public relations formula, the Foundation’s campaign is comprised of press releases, radio and television public service announcements, advertisements and sponsored research.

“Our progress and accomplishments are nothing short of remarkable,” says Kent S. Greenawalt, Chairman, F4CP. “We expect that everyone will continue to work in partnership, and encourage others in the profession to get involved. We are committed to raising awareness, striving to hit new targets and making a difference for chiropractic every day.”

The current coverage total has been generated by the following media placements:

- **TV Public Service Announcements** -- Six sent to 1,000 TV stations
- **Radio Public Service Announcements** -- Seven sent to 6,500 radio stations
- **Advertorials** -- Seven sent to over 10,000 newspapers
- **Advertisements** -- 13 featured in prominent national publications
- **Press Releases** -- 38 distributed via wire services

In the past year, the Foundation has also produced two byline articles, one landmark white paper and countless media responses. Helping to increase exposure of its recent white paper, the Foundation secured ad space in employer/payer publications, such as *Employee Benefits News*, *Modern Healthcare*, *HealthLeaders* and others.

As a monthly contributor to the F4CP all campaign materials are available for local utilization.

Dr. Renee Haberl, DC, president, Arizona Association of Chiropractic, knows the value of using the F4CP’s materials, she shares, “After receiving the F4CP’s press release regarding a study about the

effectiveness of chiropractic treatment for patients with sciatica secondary to lumbar disc herniation, I printed it and delivered it to the MD in my building. Within four days, she had already referred five patients to my office. Thank you F4CP!”

The Foundation’s campaign still has much to achieve, but the current benefits it is providing to the profession go far beyond visibility. More often than not, stories are circulated of new patients visiting a doctor’s office with an F4CP ad inquiring about the successes of chiropractic treatment.

Laura Carabello, principal, CPR Strategic Marketing Communications, a prominent public relations firm that provides services *pro bono* to the F4CP, states, “With this year’s media success, I knew that we would generate 2 Billion positive messages, but I never expected that number to go above 3 Billion. I am gratified with this achievement and will continue to foster this level of prominence for the chiropractic profession. As we transition into the next year, I anticipate even greater success to come.”

For more information regarding the Foundation and its monumental campaign, visit – www.f4cp.com -- or call the Foundation at 866.901.F4CP (3427).

About Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress aims to inform and educate the general public about the many benefits associated with chiropractic care. To learn more about the Foundation, visit www.yes2chiropractic.com or call 866-901-F4CP (3427).

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