

Media

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**FOR IMMEDIATE RELEASE****Foundation for Chiropractic Progress Soaring Toward Success in 2011**

CARMICHAEL, Calif. – February 25, 2011 – The Foundation for Chiropractic Progress, architects of the longest running public awareness campaign for the chiropractic profession, has entered its 6th consecutive year of operations with more momentum and support than ever. Successes have been achieved through gaining new partnerships, strengthening old ones and keeping a tight focus on the main mission: To provide education and generate widespread positive press for the chiropractic profession.

“The Foundation is gratified with the support and dedication of its growing membership, but we’ve only just begun,” expressed Kent S. Greenawalt, Chairman, Foundation for Chiropractic Progress. “Imagine what we can accomplish as support from the profession and vendors continues to surge.”

The Foundation has initiated numerous projects that are expected to further its mission:

- **Washington Redskin Cheerleaders - TV Spot**
This release has currently generated 104 news articles in 12 different states with a readership of 1,842,256. The sites it was featured on have been viewed by 43,932,378 unique visitors per month.
- **Driving Safety - TV Spot**
The next TV PSA to be released will focus on avoiding the health concerns associated with driving. It is in the final stages of development and is expected to air within the upcoming months.
- **Congress Communication**
During the *National Chiropractic Legislative Conference*, FCP delivered to each member of Congress a personalized cover letter accompanied with two evidence-based reports, [Do Chiropractic Physician Services for the Treatment of Low Back and Neck Pain Improve the Value of Health Benefit Plans?](#) and [Outcomes Based Contracting: The Value-Based Approach for Optimal Health with Chiropractic Services](#). Both provided well-justified conclusions supporting the efficacy and cost-effectiveness of chiropractic care.

Simultaneously, FCP's ad featuring General Halstead urging Congress to provide chiropractic care to the military was placed in *POLITICO* - a popular outlet for members of Congress.

- **Conference Forecast**

The Foundation is participating at conferences that focus on the employer community. At each event, our goal is to increase awareness and provide education on the benefits associated with chiropractic care: 6th annual *World Congress Employer Health, Human Capital and Wellness Congress*; *IBI/NBCH Health and Productivity Forum*, *CDHC Solutions Forum East* and *AHIP's Fall Forum 2011*.

- **White Paper Sponsorship: Role of Chiropractic Care in the Medical Home Model**

The Foundation is working with a leading firm, Discern Consulting, to develop a white paper focusing upon the role of the chiropractic doctor in the emerging Medical Home Model. Medical homes are an important component of Accountable Care Organizations and will be key to virtually all arrangements for healthcare delivery under the anticipated reforms.

- **Webinar Series**

The Foundation has sponsored the first of a series of Webinars to be conducted during 2011. The initial presentation educated attendees on how to utilize Foundation PR materials for local marketing. It was extremely well-received and we expect the subsequent events to draw even more participants. Watch for the employer outreach Webinar and another regarding the subject of leadership in the office, featuring Foundation spokesperson, Brigadier General, Rebecca Halstead (retired).

For more information regarding the Foundation's upcoming projects, a list of current contributors or to learn more on how to help spread awareness and increase the already achieved ONE BILLION positive messages in 2010 alone, please visit the website – www.f4cp.com or call the Foundation's number at 866.901.F4CP (3427). *The Success of the Foundation is your Success* - join our efforts and contribute at whatever level is comfortable.

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, please visit us on the web at www.yes2chiropractic.com or call 866-901-F4CP (3427).

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