

Media

Lauren Kennedy
201-641-1911 (14)
lkennedy@cpronline.com

**FOR IMMEDIATE RELEASE****Fitness and Health Guru, Jack LaLanne, Leaves Lasting Impression on Chiropractic Profession**

CARMICHAEL, Calif. - January 26, 2011 - While most remember the late great American exercise, fitness and nutritional expert Jack LaLanne as the innovative father of the U.S. wellness movement, the Foundation for Chiropractic Progress also recognizes LaLanne for his selfless contributions to the advancement of the chiropractic profession. LaLanne, an Oakland Chiropractic College graduate, developed a passion for the chiropractic profession, with his love for fitness and nutrition running parallel to the principles of chiropractic care.

“LaLanne always believed that exercise and eating right could yield youthfulness and optimized strength - leading to longer and healthier lives,” says Gerard Clum, DC, and spokesperson for the Foundation for Chiropractic Progress. “Doctors of chiropractic hold these concepts as the basis of patient health education.”

LaLanne, who passed away on January 23, 2011 at the age of 96, dedicated his life toward building a healthier nation - encouraging others to better themselves through weight-training and better eating habits. While most “authorities” at the time opposed LaLanne’s weight-training routines as too strenuous, LaLanne revolutionized the industry, developing the original Smith Machine - a staple in today’s gyms and health spas. LaLanne’s emphasis was on the tone of the body and caring for the structural system along with strong nutrition to keep the body healthy, which included drinking plenty of water and eating fresh fruits and vegetables - all core principles of the chiropractic profession.

“As a national organization dedicated to educating the public about the health benefits of chiropractic care, the Foundation for Chiropractic Progress will be forever grateful for the influence and positive impact Jack LaLanne had on America and the entire chiropractic profession. He will be missed and remembered with great reverence,” concludes Dr. Clum.

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).

###