

Media

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

**FOR IMMEDIATE RELEASE**

**Football Legend Jerry Rice Signs Multi- Year Agreement:
Recommits as Spokesperson for the
Foundation for Chiropractic Progress**

CARMICHAEL, Calif. (Nov. 4, 2011) – The [Foundation for Chiropractic Progress \(F4CP\)](#), a not-for-profit organization dedicated to increasing public awareness regarding the benefits of chiropractic care, is pleased to announce that [Pro Football Hall of Famer](#) Jerry Rice has recommitted to act as its spokesperson for an additional three years -- advocating chiropractic care nationwide.

“Jerry Rice – one of the greatest football legends of all-time and presently an ESPN analyst – has already proved to be an incredible asset to this profession, and we look forward to making even greater strides,” says Kent S. Greenawalt, founder, F4CP. “Rice enjoys exclusive standing and an extensive presence in the media that has and will continue to generate credible attention that helps to advance public knowledge and understanding of the value of chiropractic care.”

As F4CP’s most prominent spokesperson, Rice continues to emphasize the role of chiropractic care in helping him to withstand the “vicious” hits he took as a NFL wide receiver for two decades. After retirement, he says that chiropractic care has been just as vital, particularly during the physically demanding and competitive television show, “Dancing with the Stars,” which required countless hours of challenging practice and created pains he never felt before.

Rice notes that his affiliation with chiropractic and the Foundation is one that comes naturally, and it is easy for him to support something he believes in: “The game of life requires the edge that chiropractic care provides.”

The Foundation will continue to place ads featuring the legendary athlete as well as broadcast his radio and TV public service announcements nationwide. Additionally, Rice will make one appearance per year on behalf of the Foundation to emphasize his strong support for chiropractic. Look to the Foundation’s newsletters and website: www.F4CP.org, to learn more about Rice’s involvement with the Foundation.

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).