



Media

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FOR IMMEDIATE RELEASE

**Foot Levelers Pledges an Additional Million Dollars
to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – March 8, 2012 – The Foundation for Chiropractic Progress (F4CP), architect of the chiropractic profession's longest running public awareness campaign, is pleased to announce that F4CP Founder and CEO of Foot Levelers, Kent S. Greenawalt, has announced that for a second time Foot Levelers will pledge \$1 million dollars to the F4CP. This announcement followed Greenawalt's prior commitment to match all F4CP donations received at Parker Seminars, held January 19th-21st, 2012 in Las Vegas.

"As Foot Levelers celebrates its 60th anniversary this year, it is important to us to continue to give and help grow this great profession," says Greenawalt. "Last year the F4CP achieved unbelievable success in communicating the value of this profession and the care it provides. This year, Foot Levelers hopes to help drive membership and increase that exposure dramatically."

Since the F4CP began in 2003, Foot Levelers has contributed over \$1.3 million to its campaign, which is comprised of press releases, advertisements, radio and television public service announcements, and advertorials. Now committing to a second million-dollar donation, the Foundation will be able to enhance its efforts and grow the 3.5 billion positive impressions generated for chiropractic in 2011.

"We know the importance of the F4CP campaign, and we are committed to its success," says Kent S. Greenawalt. "I am proud that Foot Levelers can remain one of its strongest supporters. Now, I am reaching out to the profession and asking: How much will you contribute to help spread the word about chiropractic?"

To learn more about the F4CP or to make a donation, visit: www.F4CP.com.

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.f4cp.com or call 866-901-F4CP (3427).

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