



Media

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FOR IMMEDIATE RELEASE

Foundation for Chiropractic Progress Recognizes Florida Chiropractic Association and Michigan Association of Chiropractors for Exceptional Campaign Support

CARMICHAEL, Calif. – Feb. 7, 2012 – The [Foundation for Chiropractic Progress](#) (F4CP), architect of the chiropractic profession's longest running public awareness campaign, is pleased to recognize its highest cumulative state association contributors -- [Florida Chiropractic Association](#) (FCA) and [Michigan Association of Chiropractors](#) (MAC). The outstanding efforts of support made by both associations have significantly enhanced the Foundation's public awareness campaign.

"Working with the Foundation has allowed our organization to take advantage of opportunities that would not otherwise exist," says Debra Brown, CEO, FCA. "We now have the ability to implement effective awareness programs at both the state and national level. Our ongoing contribution to the Foundation's campaign is a small token of gratitude for the remarkable work they are doing for our profession."

The Foundation's campaign, which generated over 3.5 billion media impressions in 2011 -- surpassing its initial goal of 2 billion -- is comprised of press releases, radio and television public service announcements, advertisements and sponsored research.

Kristine Dowell, executive director, MAC, states, "Our member doctors are impressed with the broad collection of ads and other media materials the Foundation makes available to supporting state associations. We are using these quality materials throughout our state as part of our innovative public relations initiatives. We are pleased to be supporters of this ground-breaking campaign."

The Foundation's support is all-encompassing – with almost every state association, all of the chiropractic colleges, many of the industry's vendors, and thousands of individual doctors and students contributing annually.

Understanding that the Foundation's ongoing success relies on the collaboration and continued support of state associations, Kent S. Greenawalt, chairman, F4CP, shares, "As new relationships form, and old ones flourish, the Foundation is able to commit more deeply to its mission to generate positive press for chiropractic. The FCA and MAC understand the impact our campaign is making and recognize the critical role they play."

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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