

Media

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FOR IMMEDIATE RELEASE

National Chiropractic Health Month Brings Much Needed Attention to Better Health Habits

CARMICHAEL, Calif. -- October 15, 2012 –The [Foundation for Chiropractic Progress](#) (F4CP) a not-for-profit organization dedicated to raising awareness about chiropractic care, is pleased to celebrate *National Chiropractic Health Month* (NCHM), a nationwide awareness campaign held each October sponsored by the [American Chiropractic Association](#) (ACA). This year, the F4CP will help to drive public education by promoting its campaign deliverables – press releases, ads, public service announcements, and print advertorials -- that feature prominent spokespersons expressing the value of chiropractic care.

“The goal of NCHM is to help the public understand chiropractic care and how it can positively impact their health,” shares Keith Overland, DC, president, ACA. “With the support of F4CP spokespersons, such as [Pro Football Hall of Famer](#) Jerry Rice and [US Army Brigadier General Becky Halstead](#) (ret.), our profession has the opportunity to educate and encourage the public to begin taking steps in the right direction – toward better health.”

Each year NCHM embraces a new theme. This year, ‘Discover Chiropractic: Find Your Game,’ aims to inform the public about how Doctors of Chiropractic (DCs) can help people to feel and function their best every day, regardless of age, occupation or fitness level. The following small steps are recommended to help jumpstart healthier habits: alleviate aches and pain that sideline exercise and strive for 20-30 minutes of daily activity, stay well rested and substitute junk food with more fruits, vegetables and whole grains.

Today, over [78 million adults](#) in the U.S. struggle with obesity and its affiliated complications – chiropractic care can potentially offset this epidemic by helping people become more active and make better nutrition choices. Former ACA chairman of the board and current F4CP board member, Mike Flynn, DC, shares: “NCHM provides the public with resources to learn and engage in healthier choices. It is essential that everyone takes a pro-active position in restoring our nation’s health.”

Echoing the encouragement of Dr. Flynn, to be more diligent in achieving good health, is F4CP spokesperson, Jerry Rice, who shares, “The game of life requires the edge that chiropractic care provides.”

To learn more about chiropractic care or for extra health tips, visit: www.F4CP.com or www.ChiroHealthy.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.yes2chiropractic.com or call 866-901-F4CP (3427).