



Media

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FOR IMMEDIATE RELEASE

**Performance Health Contributes Additional \$25,000 to the
Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – August 9, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Performance Health](#), an organization dedicated to developing products to manage pain, restore strength and improve overall health, has donated \$25,000 in support of the F4CP public awareness campaign – bringing its contribution total to an impressive \$160,100. The new funds will enhance the positive press campaign which spans press releases, advertisements, advertorials and public service announcements.

“We believe in the mission of the F4CP and are proud to offer our support,” affirms Marshall Dahneke, CEO, Performance Health and board member, F4CP. “The public deserves to know of the many benefits associated with chiropractic and the F4CP campaign is how they will learn. We encourage others within the chiropractic community to join us in support of campaign development.”

Performance Health is a leading designer and manufacturer of an innovative line of market-leading topical analgesics and a broad range of rehabilitation and wellness products. They market their diverse product offering under the well-known and highly recognized Biofreeze® and Thera-Band® brand names. Similar to the F4CP, Performance Health seeks to provide people with the ability to achieve and maintain a healthy lifestyle.

Kent S. Greenawalt, chairman, F4CP, acknowledges the long-time support of Performance Health: “Thanks to our loyal supporters, the F4CP is able to accomplish its mission and drive recognition of the value of chiropractic care. We look forward to even greater levels of achievement as more support grows throughout the country.”

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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