



Media

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

FOR IMMEDIATE RELEASE

Foundation for Chiropractic Progress Membership Surpasses 4,500: Poised for Greater Expansion

CARMICHAEL, Calif. – May 21, 2013 – The [Foundation for Chiropractic Progress](http://www.f4cp.com) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that its membership total now surpasses 4,500 individual supporters. The F4CP credits this latest surge in membership to its unprecedented media coverage, which documents the positive impact of evidence-based chiropractic care on patient outcomes, satisfaction scores and total care costs. In 2012, media statistics reported more than 31 billion impressions generated by F4CP efforts.

“Surpassing 4,500 members symbolizes the shattering of a ‘glass ceiling’ and it not only drives even greater membership but also increases the support of corporate sponsors,” says Kent S. Greenawalt, chairman, F4CP, who notes that the 4,500 figure doesn’t include supportive associations, educational institutions and vendors. “Everyone wants to be on a winning team, and for over a decade, the F4CP has worked tirelessly to be that team. We do that by communicating the importance of our mission to the profession, and our message is resonating very well with the individual chiropractor. The F4CP will continue to engage the profession with expectations for even greater awareness, support and success.”

The F4CP positive press campaign consists of press releases, print advertorials, public service announcements, advertisements, social syndications and dozens of independent media opportunities, including interviews with high-profile spokespersons, bylines and editorials. F4CP members receive complimentary access to all press materials, marketing webinars, tool kits and professional advancement opportunities. Furthermore, members can utilize F4CP advertisements, which feature high-profile spokespersons and appear monthly in publications, including *The Wall Street Journal* and *USA Today*.

“The F4CP is grateful of its supporters for helping us to reach this new benchmark of 4,500+ members, but we still have work to do to get us closer to the real goal of 65,000 -- the total number of active doctors of chiropractic nationwide,” states Greenawalt. “We need everyone within the chiropractic community to step up in support of the campaign and help us tell the story of chiropractic every day of the year.”

To learn more about the F4CP and/or its membership benefits, 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, visit www.yes2chiropractic.com or call 866-901-F4CP (3427).

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