

Media

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**FOR IMMEDIATE RELEASE****Foundation for Chiropractic Progress Accepts Charitable Donation Following World Series "Friendly Challenge" Between Cleveland Chiropractic College, Kansas City and Palmer College of Chiropractic's San Jose Campus**

CARMICHAEL, Calif. – November 14, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to accept and announce the generous combined donation of [Cleveland Chiropractic College, Kansas City](#) (CCCKC) and [Palmer College of Chiropractic's San Jose campus](#) (PCCSJC), totaling \$5,700. These funds were generated through the two campus' "friendly challenge" during the MLB World Series. Each campus contributed \$100 for each run scored by their team (PCCSJC/San Francisco Giants and CCCKC/Kansas City Royals). Their generous contribution to the F4CP was presented at the World Federation of Chiropractic Education Conference in Miami, Florida on November 1st, 2014. Dr. Carl Cleveland also presented Dr. Bill Meeker with an earlier agreed upon "gift" to the winning side.

"This competition served as a meaningful way to engage and generate positive exposure for the entire chiropractic community, including students, alumni, doctors, colleges and national associations," says William Meeker, D.C., president, PCCSJC. "All participants, including myself, are proud to donate the proceeds to the F4CP, an organization that continuously proves its commitment to the advancement of our profession."

In 2013, the F4CP generated more than 31 billion positive media impressions for chiropractic through the distribution of press releases, advertisements, print advertorials, public service announcements, social media and sponsored research. The recent contribution will aid in the production of new campaign materials, which help to better educate the public about the effective, conservative approach of chiropractic care.

F4CP chairman, Kent S. Greenawalt, appreciates the generous donation, stating, "We are grateful to have been selected as the recipient of the competition's proceeds. Ongoing encouragement from our supporters, such as CCCKC and PCCSJC, is what drives our chiropractic campaign forward. A tremendous THANK YOU to all competition participants and, of course, CONGRATULATIONS to the winning campus – PCCSJC!"

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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