

Media  
Lauren Kennedy  
201-641-1911 (14)  
[lkennedy@cpronline.com](mailto:lkennedy@cpronline.com)



## FOR IMMEDIATE RELEASE

### **Foundation for Chiropractic Progress Introduces “Recommend One”: Doctors of Chiropractic to Recommend a Career in Chiropractic to Patients, Family and Friends**

**CARMICHAEL, Calif. – June 5, 2014** – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, today takes the lead in introducing “Recommend One,” a targeted, cooperative effort spanning chiropractic colleges, associations and vendors to encourage doctors of chiropractic to recommend a career in chiropractic to patients, family and friends. To ignite the campaign’s activities, the F4CP will offer marketing support in the areas of advertising, public relations and social media.

“Recommend One not only fulfils our mission, but also unites all sectors of the chiropractic profession under a common purpose – to ensure the future of chiropractic,” says Kent S. Greenawalt, chairman, F4CP, noting that Recommend One will formally launch during the [Florida Chiropractic Association’s National Convention & Expo](#), August 21-24, 2014, in Orlando, Florida, at which time those doctors already recruiting new students will be recognized. “We are honored to bring forth such an important campaign, and look forward to its success.”

Initial development of Recommend One was prompted by an industry survey, which found:

- 67.9 percent of respondents indicated that they occasionally recommend chiropractic as a career to patients and friends
- 42.2 percent of respondents indicated they recommend chiropractic as a career to patients, family and friends
- 69 percent of respondents indicated that the profession would benefit from media activities, chiropractic colleges and fellow doctors encouraging a career in chiropractic

“The survey indicates that doctors are willing and, in some cases, already choosing to recommend chiropractic as a career,” says Greenawalt. “Recommend One is important and ambitious. This campaign will provide complementary tools to doctors of chiropractic to educate prospective students.”

Retired Brig. Gen. Rebecca Halstead will serve as the campaign’s spokesperson, sharing her powerful chiropractic experience through its supporting materials – which include videos, posters and handouts. Recommend One materials will also feature key benefits about a career in chiropractic:

1. Employment Growth
2. Personal Satisfaction
3. Market Demand
4. Career Flexibility

“Enrollment at chiropractic colleges is a key indicator of our profession’s future,” states Greenawalt. “With participation from within the profession, this campaign allows us to attract new and growing interest in the chiropractic field, and bestow the legacy and enduring success of patient care that can only be provided by a doctor of chiropractic.”

#### **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.org](http://www.yes2chiropractic.org) or call 866-901-F4CP (3427).

###