

**Media**

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**FOR IMMEDIATE RELEASE**

**Progress Report: Foundation for Chiropractic Progress Shares  
Successes of Athletic TIPS™ Program**

**Carmichael, CA – September 29, 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 share the tremendous progress of its latest program, [Athletic TIPS™ \(Toward Injury Prevention in Sports\)](#). Positive advancements have occurred in areas, including: training seminars and community workshops, partnership development and online presence.

“We have carefully strategized the program’s path to success and, with each day, we continue to move forward on that journey,” states Kent S. Greenawalt, chairman, F4CP. “It is essential that Athletic TIPS™ enters the marketplace in a position to succeed. With proper execution, this program has the potential to provide the chiropractic profession with the unique opportunity to better serve society.”

Athletic TIPS™ is a national, not-for-profit organization that drives expanded awareness and education around the role of multi-disciplinary care in the recognition, management and prevention of sports-related injuries. This year, the program has achieved the following:

- Published its Athletic TIPS Playbook™
- Trained over 200 doctors of chiropractic to conduct educational community workshops
- Conducted community workshops on sports-related concerns to nearly 1,000 coaches nationwide
- Developed an interactive online platform capable of complex functionality
- Partnered with the Women’s Premier Soccer League (WPSL), as well as several national and state chiropractic associations

“We are eager to launch Athletic TIPS™ to the public, as it addresses the critical need to educate youth athletes, their parents/guardians and their coaches about sports-related injuries,” says Greenawalt. “At this moment in time, the team is working diligently to reinforce core operations and carry out final preparation activities to ensure a seamless and successful roll out. In the interim, I encourage the entire profession to get involved, get ready and get excited!”

For more information about Athletic TIPS™ and how to get involved, visit: [www.f4cp.com/athletic-tips/](http://www.f4cp.com/athletic-tips/).



### **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](http://www.f4cp.com) or call 866-901-F4CP (3427).

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