

**Media**

Alexis Lignos  
201-641-1911 (52)  
alignos@cpronline.com

**FOR IMMEDIATE RELEASE****Foundation for Chiropractic Progress Rolls Out New Membership Benefit to Celebrate National Correct Posture Month**

**CARMICHAEL, Calif. – May 13, 2015** – In honor of National Correct Posture Month, the [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces its newest membership benefit: a poster demonstrating correct posture. This new guide is intended for doctors of chiropractic (DCs) to utilize in their local communities in an effort to further educate the public on the importance of good posture.

“Following recent attention around the utilization of smart devices and poor posture, the F4CP recognizes the severe health implications that are associated,” states Gerard Clum, DC, spokesperson, F4CP, who notes that nearly 50 percent of high school students complain of severe neck or back aches, in part, due to poor posture. “As an organization, we must provide our members with an effective way to inform the public about the direct impact of posture on overall health.”

This poster is available to members at the state elite partnership and gold membership levels. In addition to patients, individuals at local schools, recreation centers, community groups and facilities that cater to children will greatly benefit from exposure to this resource, as the message directly targets current and future generations of technology moguls. Supplementary to the poster, the F4CP will share posture-related messages via social media, and we encourage DCs to extend those resources to their targeted audiences.

“As more DCs begin to integrate campaign deliverables into their local practices, I anticipate a growing number of individuals will familiarize themselves with the F4CP and its valuable membership benefits,” shares Dr. Clum. “The introduction of this new offering is just one of many that will further raise awareness of chiropractic care in local communities nationwide in an effort to improve care for society as a whole!”

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

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