



**Media**

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**FOR IMMEDIATE RELEASE**

**Performance Health Contributes Remarkable Donation to Foundation for Chiropractic Progress**

**CARMICHAEL, Calif. – July 17, 2015** – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Performance Health](#), an organization committed to developing products to manage pain, restore strength and improve overall health, has contributed \$25,000 to the F4CP – bringing the organization’s total monetary contributions to \$242,630. This impressive level of support will help to boost production of campaign resources, including: press releases, advertisements, print advertorials, television/radio public service announcements and sponsored research.

“We have witnessed the positive and growing effects of the F4CP campaign in regard to increased public awareness and patient education,” shares Marshall Dahneke, CEO, Performance Health, and board member, F4CP. “Similar to Performance Health, the F4CP takes great pride in promoting the importance of good health and wellness, and we are privileged to be in a position to contribute to the long-lasting success of the F4CP and this great profession!”

Building on a legacy of clinical commitment that started in 1918, Performance Health designs, develops and markets highly recognizable brands such as Biofreeze<sup>®</sup>, Thera-Band<sup>®</sup>, TheraPearl<sup>®</sup>, Bon Vital<sup>®</sup> and Cramer<sup>®</sup>, which support health and wellness, exercise and performance, rehab and recovery, and pain relief. Empowering people in every stage of an active life—in partnership with doctors of chiropractic and other health care professionals—Performance Health’s focus aligns perfectly with the mission of the F4CP.

Kent S. Greenawalt, chairman, F4CP, commends Performance Health for its continued support, stating, “The positive encouragement and loyalty put forth by contributors, such as Performance Health, allows the F4CP to reach elevated levels of advancement for the profession. As more organizations become involved with the campaign, we anticipate amplified success for patients, providers and the future 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, please visit us on the web at [www.f4cp.com](http://www.f4cp.com) and [www.yes2chiropractic.org](http://www.yes2chiropractic.org) or call 866-901-F4CP (3427).

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