



Media

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FOR IMMEDIATE RELEASE

F4CP Introduces New Member Benefit: In-office Poster Features YOU as a "Champion of Chiropractic"

HASBROUCK HEIGHTS, NJ – March 01, 2016 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to introduce a new benefit for members at the \$25 per month and above level: personalized in-office posters. Complementing the Champions of Chiropractic ad series, the custom-poster program features individual doctor members and their patients.

“A personalized poster validates the level of trust that exists between a doctor and his or her patients,” says Sherry McAllister, DC, executive vice president, F4CP. “This initiative will not only help to educate the public about the benefits of chiropractic care, but will also help to grow local practices nationwide.”

To create an 18x24 inch color poster, the F4CP will need the following from doctor members:

- High-Resolution Image of the Doctor
- Full Name of Practice
- High-Resolution Image of a Patient of the Doctor’s Choice
- Quote Provided by the Patient Expressing His or Her Trust in Chiropractic Care
- A Waiver Signed by the Patient Expressly Giving Permission for the Use of Their Image and Quote for the Poster

Once the poster has been created, the participating doctor and patient will have the opportunity to review the draft and make any changes. This poster will be provided at no additional cost to members, is limited to one poster per doctor member and is available upon request only. To view a template of the personalized in-office poster, click [here](#).

Kent S. Greenawalt, chairman, F4CP, states, “The F4CP relies heavily on the support of its contributors to develop and implement traditional and social media programs, and this new benefit serves as another way to demonstrate our gratitude. As more DCs begin to incorporate campaign resources into their local

practices, I expect a growing number of individuals will take advantage of our programs and further support our long-standing mission to raise awareness about chiropractic care."

If you are interested in participating in this opportunity, please contact F4CP Director of Marketing Alexis Lignos at alexis@f4cp.com or 201-641-1911 (52).

For more information about the F4CP, visit www.f4cp.com.

About Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) informs and educates the general public about the value of chiropractic care.

Visit www.f4cp.com; www.yes2chiropractic.org; call [866-901-F4CP](tel:866-901-F4CP) (3427). Social media: [Facebook](#), [Twitter](#), [LinkedIn](#), [Pinterest](#), [YouTube](#).

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