



Media

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FOR IMMEDIATE RELEASE

**Foundation for Chiropractic Progress Acknowledges the Support of
Foot Levelers and Standard Process Inc.**

CARMICHAEL, Calif. – (Jan. 4, 2012) – The [Foundation for Chiropractic Progress](#) (F4CP), architect of the chiropractic profession's longest running public awareness campaign, is pleased to recognize its highest cumulative corporate contributors -- [Foot Levelers](#), whose total contributions equal \$1,241,218, and [Standard Process Inc.](#), whose monetary support adds up to \$567,264.

“This year we’ve seen unprecedented success in communicating the benefits of chiropractic care and the importance of the profession,” says Kent S. Greenawalt, president and CEO, Foot Levelers and chairman, F4CP. “I feel fortunate that Foot Levelers can continue to play a major role in developing this campaign. As we transition into a new year, I trust the Foundation will continue raising the bar, striving to reach new levels of success and advancing public knowledge of chiropractic care.”

The Foundation’s campaign, which generated 3.46 billion positive impressions in 2011 -- surpassing its initial goal of 2 billion -- is comprised of press releases, radio and television public service announcements, advertisements and sponsored research.

“We are very impressed by what the Foundation has achieved for the chiropractic profession,” states Charles DuBois, president, Standard Process and F4CP board member. “Its ongoing public awareness campaign is changing lives for patients and for doctors of chiropractic. Standard Process is pleased to be a strong supporter of the Foundation’s mission -- to raise awareness of chiropractic around the world.”

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 or call 866-901-F4CP (3427).

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