



**FOR IMMEDIATE RELEASE**

**Over 150 Million Households to View Chiropractic Message**

In support of its mission to provide positive press for the chiropractic profession, the Foundation for Chiropractic Progress is excited to announce that a testimonial on the benefits of chiropractic will air on the Fox Network in January 2007.

More than 150 million households will have the opportunity to see Sarah Harding, Ms. Fitness USA 2006, share a message about how chiropractic has allowed her to maintain an active lifestyle.

“We believe that as the reigning Ms. Fitness USA, Sarah will have a tremendous impact on the viewing audience,” said Kent S. Greenawalt, President of the Foundation.

This commercial, a first for this widely successful campaign, will be seen on the Fox Network during the Ms. Fitness USA contest during the weekend of January 6th and 7th. It will also air during the contests’ reruns including a national viewing on January 15, 2007.

The Foundation is also preparing a commercial of Sarah Harding that will be made available to state associations that are partners of the F4CP’s positive media campaign.

If you wish to make a pledge and/or contribution to the Foundation, please visit [www.foundation4cp.com](http://www.foundation4cp.com). Contributions are also received at P.O. Box 560, Carmichael, California 95609-0560

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**About F4CP**

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation’s goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at [www.foundation4cp.com](http://www.foundation4cp.com) or call 866-901-f4cp.

