



FOR IMMEDIATE RELEASE

Foundation for Chiropractic Progress Purchases Unprecedented \$1M High Profile Media Blitz to Advance Profession in Health Care Reform Debate

CARMICHAEL, Calif. – August 20, 2009 – The Foundation for Chiropractic Progress (www.f4cp.com), a not-for-profit organization dedicated to increasing public awareness of the benefits of chiropractic, announces the launch of a nearly \$1M, four-week media blitz in some of the nation's highest profile publications including The Wall Street Journal, Politico, Roll Call, USA Today, and The Washington Post. Featuring support for the profession articulated by the Foundation's highly credible spokespersons, the campaign is expected to generate over 10 million media impressions and will reinforce the role of chiropractic care as it impacts the delivery of quality, cost-effective health care nationwide.

"Thanks to our 1,000-plus monthly contributors, the Foundation is now in a position to underwrite one of the most highly visible media campaigns in the history of this profession," states Kent S. Greenawalt, chairman and director for the Foundation, noting that the media blitz is designed to speak directly to the decision-makers on Capitol Hill. "This organization has clearly come of age, both in the number of members and financial support. We are growing at such a remarkable rate that this level of media placement can become the norm for the Foundation, allowing us to advance our mission to positively promote the chiropractic profession."

The media blitz is scheduled to run from mid-September through mid-October 2009, and will include Foundation advertisements featuring Brig. Gen. Becky Halstead (retired) and future football Hall-of-Famer Jerry Rice, as well as the AMI Study by Richard Sarnat MD revealing that regular utilization of chiropractic care could reduce overall global health care cost by almost 50 percent. All advertisements are available to contributors in poster format for display in their offices.

"As a result of our media and public relations initiatives, chiropractors throughout the country have a new sense of professional pride and are enjoying improved status with their patients," says Greenawalt. "But this is just the beginning. We want to grow this organization even further so that we can expand these programs and have an even greater presence. The Foundation is spending considerable resources in this media blitz, but circumstances demand that it be done now. I feel confident the profession will appreciate the effort on their behalf and be inspired to join with us."

Greenawalt calls upon the entire profession for continued and expanded membership and support of the Foundation, adding, "Visit www.F4CP.org today to become a member of this exceptional campaign which is unmatched in its mission to drive positive press for chiropractic."

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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 or call 866-901-f4cp.