



FOR IMMEDIATE RELEASE

**Foundation for Chiropractic Progress Launches 50-State Advertising Campaign:
Partners with State Associations, Chiropractic Colleges**

Carmichael, CA– November 20, 2009 –The Foundation for Chiropractic Progress (www.f4cp.com), architect of the chiropractic profession’s longest running public awareness campaign, announces the launch of a national media sweep to place advertisements in at least one major newspaper in every State. The “*State-2-State*” campaign, which rolls out in early 2010, will give state associations and chiropractic colleges an opportunity to partner with the Foundation to increase the size and frequency of the advertisement for additional exposure.

“We already have several state associations and colleges that are moving forward, and are gratified that the Foundation is fulfilling its mission to make media campaigns like this possible,” states Kent S. Greenawalt, chairman and director of the Foundation. “Not only does this grass roots campaign give the chiropractic profession attention in local and regional media, but it also provides a unified message for the entire profession. We want to reach health care decision-makers at every level – from government and health plan executives to consumers.”

As a participating partner in the “*State-2-State*” campaign, organizations will enjoy multiple benefits:

- Access to specific Foundation ads – www.foundation4cp.com/communications.htm
- Collaboration in the selection of the targeted newspaper or publication
- Their logo and web address included in the featured advertisement

For more information regarding the “*State-2-State*” campaign, please contact Gary Cuneo, executive director of the Foundation, 703-868-2420 or email, gcuneo@aol.com

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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.