



Media

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**Foundation for Chiropractic Progress Kicks Off 10-Year Anniversary Celebration
at 2012 FCA National Convention & Expo**

CARMICHAEL, Calif. – August 21, 2012 – January 2013 marks the 10th anniversary of the [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care. The F4CP will launch this historic celebration at the [2012 Florida Chiropractic Association \(FCA\) National Convention & Expo](#), August 23-26, 2012, Orlando, Fla., where the F4CP will spotlight achievements, recognize long-standing supporters and celebrate the positive impact of its campaign.

“The Florida Chiropractic Association has always been one of our largest supporters, and we are pleased to kick off this commemoration at their annual meeting,” shares Kent S. Greenawalt, chairman, F4CP. “Together, we can celebrate our accomplishments for this profession, and encourage others to get involved.”

Established in 2003, the F4CP campaign began with the single mission of positive press for chiropractic, and dedicated a small budget to placing pro-chiropractic advertisements. Greenawalt recalls, “At the time, no one organization was effectively combating the prevalent misperceptions surrounding chiropractic care. The F4CP provided an opportunity for all the major stakeholders in the profession to set aside their own PR efforts and unify under a single entity, and fortunately, they did.”

Today, the campaign -- which now consists of TV and radio public service announcements, advertisements, advertorials, press releases, social media posts and more -- has become the longest continued public relations effort in the history of chiropractic. In 2012 alone, it is expected to generate over five billion positive messages.

“The F4CP campaign is one that every doctor of chiropractic can point to with pride,” adds Greenawalt. “It accomplishes an item on every doctor’s agenda – to elevate and enhance the public perception of chiropractic, and provide patients with an opportunity to seek the care they deserve.”

Joining the F4CP for the first of its anniversary celebrations will be Sabrina Furr and Catrina Armendariz of the Washington Redskin Cheerleaders, as well as F4CP spokesperson Brig. Gen. (retired) Becky Halstead. The F4CP encourages attendees to learn more about its campaign by interacting with



representatives and guests. The F4CP will be present at both pre-screenings of the new documentary, *Doctored*, as well as at its two marketing workshops and booth #38.

“The FCA always puts on a phenomenal event,” adds Greenawalt. “With this year marking a milestone for our organization, the F4CP team has set high expectations in driving membership – with more support, the campaign can become the leading force in moving chiropractic forward.”

About The Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress informs and educates 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.yes2chiropractic.com or call 866-901-F4CP (3427).

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