



**Media**

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**FOR IMMEDIATE RELEASE**

**Performance Health Exceeds Initial Annual Pledge to the Foundation for Chiropractic Progress**

**CARMICHAEL, Calif. – January 8, 2013 --** The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Performance Health](#), an organization dedicated to developing products to manage pain, restore strength and improve overall health, recently presented the F4CP with a second donation applicable to 2012 in the amount of \$25,000. This donation brings the organization's total monetary contributions to \$135,000. This impressive level of support has directly impacted the level of exposure and success achieved by the F4CP campaign.

"At Performance Health we recognize how crucial it is to demonstrate our support to organizations that are devoted to encouraging a healthy, pain-free lifestyle," shares Marshall Dahneke, CEO, Performance Health, and board member, F4CP. "We are pleased to contribute to the F4CP and actively endorse its mission to promote the chiropractic profession."

Established in 1925, Performance Health is responsible for constructing highly recognizable brands including: Biofreeze<sup>®</sup> and Thera-Band<sup>®</sup>, which manufacture products intending to relieve pain, support movement and ensure activity amongst individuals. Parallel to the mission of the F4CP, Performance Health aims to provide people with the ability to actively maintain a healthy lifestyle.

Kent S. Greenawalt, chairman, F4CP, is elated to see Performance Health continue to show support of the F4CP campaign and the chiropractic profession. He shares, "The success of our campaign rests on the shoulders of our loyal contributors, such as Performance Health, who continue to grant us the ability to move forward and positively influence public opinion about chiropractic. The F4CP sincerely appreciates the commitment of its supporters and looks forward to future success!"

**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](http://www.f4cp.com) or call 866-901-F4CP (3427).

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