



Media

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FOR IMMEDIATE RELEASE

***The American Chiropractor* Supports the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – May 28, 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 [The American Chiropractor](#) (*TAC*), a chiropractic publication dedicated to continuing the education and advancement of the chiropractic profession, pledged \$6,000 in support of the F4CP. The organization's financial contribution will help to boost the successes of the profession's awareness campaign -- which generated over 31 billion media impressions in 2012.

"*The American Chiropractor* is excited to support the chiropractic profession through the F4CP," says Jaclyn Touzard, publisher, *TAC*. "Our goal as a company is to improve the chiropractic profession through action, and we believe that the F4CP is an important partner in this journey. The F4CP extends the scope of our message beyond the chiropractic profession, and enhances public understanding and recognition of the benefits of chiropractic care."

Established in 1979, *TAC* is a second-generation family publication founded by chiropractors for chiropractors. With varying generations of chiropractors guiding the editorial direction, *TAC* is able to effectively connect with, and respect the diverse needs of each age group. Today, every issue of *TAC* is mailed to over 50,000 chiropractors nationwide, covering 80 percent of the chiropractic market.

Kent S. Greenawalt, chairman, F4CP, states, "I commend *The American Chiropractor* for its decision to contribute to the profession's positive press campaign, and encourage others within the community to join them as supporters in the continued growth of the chiropractic profession."

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 or call 866-901-F4CP (3427).

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