

Media

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FOR IMMEDIATE RELEASE

**NFL Hall of Famer Jerry Rice to Attend
2014 Homecoming of Palmer College of Chiropractic, West Campus**

Carmichael, CA – April 22, 2014 – NFL Hall of Famer Jerry Rice will serve as the keynote speaker at the annual homecoming of [Palmer College of Chiropractic, West Campus](#) in San Jose, Calif., on May 3, 2014. Rice, who is a spokesperson for the [Foundation for Chiropractic Progress \(F4CP\)](#), will speak to attendees about his chiropractic experience, as well as partake in a photo session and visit with participants of the [Athletic TIPS™](#) certification seminar.

“As a former professional athlete, Rice has a meaningful connection with chiropractic – care that he says contributed to his stamina, health and ability to stay at the top of his game for so many years,” says Kent Greenawalt, chairman, F4CP. “Rice has represented the F4CP for over five years, and continues to play an active role in educating the public about chiropractic care. His appearance at Palmer homecoming will be most memorable, as it will make clear the exceptional talent and commitment Rice exhibits, as well as his deep appreciation for chiropractic.”

Referred to as the greatest player of all time, Rice credits good health and safety practices for the success and longevity of his career, stating: “The game of life requires the edge that chiropractic care provides.”

As a long-time F4CP spokesperson, it was natural that Rice also support the organization’s newest program, Athletic TIPS™, a national, not-for-profit that drives expanded awareness and education around the role of multi-disciplinary care in the recognition, management and prevention of sports-related injuries. The Athletic TIPS™ seminar at homecoming will certify doctors to conduct educational community workshops nationwide on topics including:

- Preventing Dehydration and Heat-related Conditions
- Nutrition in Sports Management
- Recognizing, Managing and Preventing Musculoskeletal Injuries
- Concussion Recognition and Prevention

“The public needs to be aware of the important health-related messages shared by the F4CP,” states Greenawalt. “This event highlights the experience of one of the world’s most prominent athletes, and we

hope it will enlighten more individuals about the importance of learning and implementing good health and safety practices -- on the field and in life.”

To learn more about the Palmer’s homecoming, visit: <http://www.palmer.edu/HCSchedule/>.

About Athletic TIPS™

Athletic TIPS™ (Toward Injury Prevention in Sports) is the only not-for-profit, national organization that provides education and drives expanded awareness around the role of multi-disciplinary care in the recognition, management and prevention of sports-related injuries. Introducing opportunities for optimized health that enhance athletic performance, Athletic TIPS™ offers education and community workshops designed for amateur athletes K-12 through college, as well as their parents, coaches, athletic trainers, and educators. Athletic TIPS™ implements grassroots initiatives in communities from coast-to-coast and potentially abroad. Athletic TIPS™ is a program of the Foundation for Chiropractic Education (www.yes2chiropractic.org).

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