

Media

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FOR IMMEDIATE RELEASE

**Athletic TIPS™ Hosts Certification Seminar at 2014 Homecoming
of Palmer College of Chiropractic, West Campus**

Carmichael, CA – April 04, 2014 – [Athletic TIPS™](#) (Toward Injury Prevention in Sports), a national not-for-profit organization that drives expanded awareness and education around the role of multi-disciplinary care in the recognition, management and prevention of sports-related injuries, will host its second certification seminar during the annual homecoming of [Palmer College of Chiropractic, West Campus](#), May 2-4, 2014, San Jose, Calif. On Saturday, May 3, 2014, 7:30 a.m. – 5:30 p.m. Drs. Phil Santiago and Ed Feinberg will lead the Athletic TIPS™ seminar, addressing key areas of concern related to sports.

“Certification seminars empower doctors of chiropractic to better serve their communities through the delivery of educational community workshops,” shares Kent S. Greenawalt, chairman, Athletic TIPS™, who points out that certified doctors receive marketing and public relations/media relations support to ensure awareness of their role in promoting sports safety in local community press. “Athletic TIPS™ shows promise in gaining support from major sports organizations nationwide, and participating in the delivery of hundreds of community workshops. The chiropractic profession is privileged to be in this position to become certified and conduct workshops on behalf of Athletic TIPS™ and its future partners.”

In addition to complementary marketing information, the seminar will focus on four core components:

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

Seminar attendance is limited to 40 doctors of chiropractic on a first-come, first-served basis. All attendees are required to join the [Foundation for Chiropractic Progress](#) (F4CP) at the monthly rate of \$25, or \$300 per year. To enhance the seminar experience, NFL Hall of Famer Jerry Rice will spend a short time with attendees prior to participating in a lunchtime appearance at homecoming on Saturday. Photos with Rice will be available at no cost to all F4CP members.

“Following our inaugural seminar in Las Vegas, we received tremendous feedback that helped to shape the program’s messaging and delivery,” shares Greenawalt. “We greatly appreciate those who supported

us throughout development and, moving forward, we expect all involved will be impressed with and soon garner the benefits of this game-changing program.”

For more information about the Athletic TIPS™ speakers, Drs. Phil Santiago and Ed Feinberg, visit:

www.palmer.edu/HCSpeakerBios/.

To register for the second Athletic TIPS™ certification seminar, visit: www.palmer.edu/HCRegistration/.

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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