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FOR IMMEDIATE RELEASE

Foundation for Chiropractic Progress Names Kristine Dowell as Executive Director

ED at Michigan Association of Chiropractors succeeds Gary Cuneo upon his retirement

CARMICHAEL, Calif. – January 26, 2015 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces today the appointment of Kristine Dowell as executive director, effective March 1, 2015. Dowell, currently the director of the Michigan Association of Chiropractors (MAC), has a strong background in administrative leadership, fiscal management and fundraising that will drive increased membership and positive press for the chiropractic profession.

“We selected Kris Dowell based upon her extraordinary market experience and ability to power the growth trajectory of the F4CP,” says Kent S. Greenawalt, chairman, F4CP. “Drawing upon her professional network – and passion for the profession – she will lead us to realize our greatest potential during this next chapter of expansion.”

Dowell received her undergraduate degree from Eastern Michigan University and completed graduate courses in Law and Public Administration at Thomas M. Cooley Law School and Western Michigan University. For over 20 years, Dowell has worked within the chiropractic sector and has earned several professional affiliations and awards:

- Congress of Chiropractic State Associations, Executive Director at Large, Board of Directors
- Michigan Chiropractic Foundation, Founder and Member, Board of Directors
- MichiCare, a Michigan Independent Physician Association, Founder
- Chiropractic Federal Credit Union, Member, Supervisory Committee
- American Chiropractic Association, Achievement Award
- International Chiropractic Association, President’s Award
- Michigan Association of Chiropractors, President’s Award
- Michigan Chiropractic Society, Chiropractic Advocate Award

Eager to assume her new position, Dowell says, “I am extremely honored to join the amazing F4CP team. It will be a great privilege to support the fulfillment of such an important mission – to educate the public about chiropractic care through positive media coverage.”

Gary Cuneo, who retires following nine years as ED for the F4CP, says, “My experience with the F4CP has been personally gratifying, and I am extremely proud of what we have accomplished. I believe Kris will bring us to the next level of success.”

The F4CP media campaign, which includes press releases, public service announcements, advertisements and much more, generates billions of positive media impressions each year and is recognized as the most successful awareness initiative in the history of the chiropractic profession. In addition to public relations, the F4CP sponsors programs, including Athletic TIPS™ and Recommend One, which further inform targeted industries about chiropractic care. To learn more, visit: www.F4CP.org.

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.yes2chiropractic.com or call 866-901-F4CP (3427).

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