



**Media**

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**FOR IMMEDIATE RELEASE**

**Foundation for Chiropractic Progress Names Sherry McAllister, DC, Executive Vice President**

**CARMICHAEL, Calif. – November 19, 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 Sherry McAllister, DC, as executive vice president, effective November 6, 2015. Dr. McAllister, the first doctor of chiropractic (DC) to lead the F4CP positive press campaign, has a unique professional and academic history, combining more than 20 years as a practicing DC with a graduate degree in education and extensive knowledge of the technological and social media landscape.

"We hand-picked Dr. McAllister based upon her seasoned experience as a practitioner in the industry, coupled with her wealth of knowledge spanning industry research and higher education," says Kent S. Greenawalt, chairman, F4CP. "This distinctive combination is what sets her apart as a leader – not only does she have key insights into what will excite the profession and help DCs at an individual level, but she has the educational tools and technological ability to help spread our message farther than ever before."

Dr. McAllister received her undergraduate degree in Cellular, Molecular and Microbial Biology from the University of Calgary and received a Master's Degree in Education from California State University with certification in Online Teaching and Learning. Dr. McAllister is a graduate of Palmer College of Chiropractic – West Campus, a certified chiropractic sports physician (CCSP), and in addition, owns and operates her own practice.

Eager to assume her new position, Dr. McAllister, a resident of San Jose, CA, says, "Doctors of chiropractic focus on disorders of the musculoskeletal and nervous systems, and the effects of these disorders on general health issues. I look forward to heightened communications from this profession that articulate the value of chiropractic care to consumers, employers and the entire health care system. DCs are integral to the emerging model of patient-centric care, with evidence-based research documenting improved outcomes at lower costs and higher patient satisfaction."

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](http://www.F4CP.org).

Dr. McAllister continues, “I am very grateful for the opportunity to blend my passion for chiropractic with my desire to educate the public. It is an honor to lead the F4CP, and work among a talented Board of Directors and staff on a journey toward elevated levels of success and positive awareness for 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.yes2chiropractic.com](http://www.yes2chiropractic.com) or call 866-901-F4CP (3427).

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