

Media

Megan Kennedy
201-641-1911 (52)
megan@f4cp.com

**FOR IMMEDIATE RELEASE****F4CP Appoints Alexis Lignos as Director of Marketing**

HASBROUCK HEIGHTS, NJ. – March 02, 2016 – 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 Alexis Lignos as director of marketing. Alexis has a unique professional background, specializing in all aspects of media relations – with particular expertise in social media – as well as business development and special event management.

“We are delighted to have Alexis lead the F4CP’s marketing department and are confident that she will guide the campaign toward increased use of social media and further coverage of chiropractic care in print and electronic outlets,” says Kent S. Greenawalt, chairman, F4CP. “Her ability to craft and deliver key messaging to a targeted audience will certainly allow the F4CP’s message to reach the masses. Welcome aboard, Alexis!”

Alexis received her undergraduate degree in Communication Studies – with honors – from Montclair State University in 2012. As a former Account Executive for a bustling health care PR agency, Alexis possesses the necessary skills to support multiple platforms of media sources, while simultaneously employing a strategic outreach and social media campaign within the health care arena. The F4CP will rely on her to manage all strategic planning, production and reporting of the organization’s national public awareness campaign. Additionally, she will serve as an integral contributor to the development and execution of all internal and external activities.

Eager to assume her new position, Alexis states, “I am extremely grateful for the opportunity to work alongside the F4CP staff, board of directors and members on their mission to generate positive press for the chiropractic profession. I look forward to an energized campaign that optimizes social media activities which will improve our options for success.”

F4CP Executive Vice President Sherry McAllister, DC, adds, “Alexis is a social media maven and further extends my personal and our team’s commitment to increased use of these channels. She has the expertise that will drive F4CP social platforms to ground-breaking new levels. We are proud to welcome her to the team and anticipate amplified success for the multi-level media campaign moving forward.”

The F4CP media campaign, which includes press releases, public service announcements, advertisements and social media programs, 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.com.

About Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) informs and educates the general public about the value of chiropractic care.

Visit www.f4cp.com; www.yes2chiropractic.org; call [866-901-F4CP](tel:866-901-F4CP) (3427). Social media: [Facebook](#), [Twitter](#), [LinkedIn](#), [Pinterest](#), [YouTube](#).

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