



Media

Alexis Lignos
201-641-1911 (52)
alexis@f4cp.com

FOR IMMEDIATE RELEASE

F4CP Launches Social Media ‘ACCELERATOR’ to Boost DC Practices Nationwide

HASBROUCK HEIGHTS, NJ – March 28, 2016 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce the launch of its brand-new social media campaign, ‘ACCELERATOR.’ This initiative – designed to help our members expand their local practices – will provide doctors with fresh, relevant and ‘ready-to-post’ social media content to further educate and inform fans and followers, as well as existing and new patients, about the benefits of chiropractic care.

“We listened to the needs of our members and supporters, and are applying significant resources to this campaign, including a dedicated team of social media experts who thrive on delivering timely messages to a key audience,” states Sherry McAllister, DC, executive vice president, F4CP. “We chose the name ‘ACCELERATOR,’ as it embodies the F4CP’s mission to fast-track positive press for chiropractic via a multitude of social platforms.”

Each week, the F4CP will deliver brand-new social media messaging to our members, who can simply ‘copy’ and ‘paste’ directly to their social media platforms. If our members need assistance posting the provided content or setting up personalized social media platforms, they can contact F4CP Director of Marketing, Alexis Lignos, at alexis@f4cp.com, who will be more than happy to provide members with step-by-step instructions.

Kent Greenawalt, chairman, F4CP, states, “While our members have unlimited access to F4CP marketing material, we understand that the hustle and bustle of everyday life can prevent members from taking full advantage of our resources.” He continues, “This new level of communication allows our members to effortlessly promote positive press for chiropractic, while engaging with members of their local communities.”

The generous support of F4CP corporate donors, along with state and national associations, colleges and now more than eleven thousand monthly contributors, affords the F4CP the opportunity to continue to raise awareness of chiropractic care with billions of positive messages nationwide.

For more information about the F4CP, 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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