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PRESS RELEASE

For Immediate Release

Palmer Students Set an Example for Entire Profession

Over 100 Davenport students join the Foundation for Chiropractic Progress

CARMICHAEL, Calif. – April 5, 2010 – During a March visit to Palmer College of Chiropractic, Davenport Campus, Foundation for Chiropractic Progress spokesperson, retired Brigadier General Becky Halstead, promised the student body that she would double her monthly donation if they could produce 100 new student supporters by the end of the month. The students responded strongly, exceeding the goal by signing up 112 student pledges to the Foundation’s mission of positive press.

“Over the past few months, we have been promoting the Foundation throughout campus; informing as many as we could on the importance of supporting the Foundation and investing in their own futures,” states Anna Walden, a Foundation student representative and 7th trimester student at Palmer. “General Halstead’s presentation was the icing on the cake; creating an extra push that motivated students and allowed us to reach our goals.”

General Halstead was able to share with the students her personal experience with chiropractic care as well as the importance of leading by example.

“I would never ask my soldiers to donate or be a part of something that I personally didn’t believe in or support myself,” states Halstead.

When learning of the student’s success, General Halstead was pleased to double her monthly donation to the Foundation, hoping Palmer’s enthusiasm would help motivate individual doctors of chiropractic to join as well.

“The students are leading by example,” she adds. “Their personal, monthly commitment is about much more than financial support. This step by so many students sends a clear message to all students, faculty and DC’s nationwide—get engaged, be dedicated, and be committed to the profession you have chosen. The Foundation is the single, best way to collectively communicate the benefits of chiropractic care as an integral part of our health care. Together we can exponentially and positively progress the Chiropractic profession, but it starts with individual commitment.”

About F4CP

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation’s goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at www.foundation4cp.com or call 866-901-f4cp.

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