

**Media**

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**FOR IMMEDIATE RELEASE****Foundation for Chiropractic Progress Supporters Share the  
Undeniable Value of its Awareness Campaign**

**CARMICHAEL, Calif. – July 22, 2011** – The Foundation for Chiropractic Progress (F4CP), architect of the longest running public awareness campaign for the chiropractic profession, has achieved landmark success during Q2 2011, receiving continuous positive feedback from supporters regarding the many projects and partnerships implemented. Through impressive campaign components including press releases, radio and television public service announcements, advertisements and sponsored research, the F4CP is truly charting a positive course for the chiropractic profession that is expected to grow with increased financial support and membership.

Renee Haberl, D.C., president of the Arizona Association of Chiropractic, shares how the Foundation's campaign helped to enhance her practice.

"A recent F4CP press release regarding a study about the effectiveness of chiropractic care outcomes when treating sciatica secondary to lumbar disc herniation caught my attention," she says. "I printed this article and delivered it to the medical director in my building. Within four days, she had already referred five patients to my office. Thank you F4CP!"

With one mission in mind -- to raise awareness of the benefits associated with chiropractic care -- the Foundation has initiated numerous projects that are expected to further expand its support, member growth and ongoing:

- **Military Corner**

F4CP has launched an ancillary page on its web site designed to provide exclusive education about chiropractic care and the military, specifically referencing the Department of Defense and Veterans Affairs. Influenced by U.S. Army B.G. Becky Halstead (Ret.), the new "Military Corner" will serve as a resource center for doctors of chiropractic, military personnel and others interested in better understanding the issues and advancements in chiropractic care related to the Armed Services. Already a proven big hit, this site has received nationwide exposure from *Barrons.com*!

- **Foundation Fan Page – Facebook**

The Foundation recently launched two Facebook fan pages, one dedicated to chiropractic professionals, [www.facebook.com/FoundationforChiropracticProgress](http://www.facebook.com/FoundationforChiropracticProgress), and the other to the general public, [www.facebook.com/StayingHealthywithChiropracticCare](http://www.facebook.com/StayingHealthywithChiropracticCare). Unique to the social media site, the Foundation's pages feature videos of chiropractic leadership and one high-profile

F4CP spokesperson. In addition, by supporting the Foundation and clicking its “like” button, all parties are compensated with a free targeted giveaway.

Take the first step in helping to raise awareness regarding the benefits of chiropractic by visiting the Foundation’s fan pages.

- **Current Advertisements**

The Foundation’s Jerry Rice advertisement is featured in the MLB All-Star Game 2011 publication, which was sold during the all-star events, July 8-12, 2011 at Chase Field, in Phoenix, Ariz., and will remain at stands in all major baseball markets throughout July. In addition, the publication will be sold on the mlb.com website until all copies have been purchased.

Furthermore, a new F4CP ad focusing on cheerleading and the benefits of chiropractic care appears in the July/August issue of *American Cheerleader*. Please check your local stands to attain your copy today!

- **New TV Spots**

Multiple F4CP television broadcasts, which all include positive chiropractic messages, have been produced and aired nationwide. To date, F4CP has released TV spots on driving safety, fibromyalgia and healthy living. F4CP has also developed two spots touching upon sciatica, and stress in the workplace, which are expected to air in the near future.

Visit <http://www.f4cp.com/communications-video.php> for videos and up-to-date information regarding F4CP’s television initiatives!

- **Workers Compensation Release**

F4CP distributed a [press release](#) regarding a recent study conducted by the *Journal of Occupational and Environmental Medicine*, which concluded chiropractic care to be more effective for common, work-related, low back pain. This press release was syndicated nationally and has since received more public awareness via national syndicated news wires including *Associated Content* and *Examiner.com*.

- **White Paper Sponsorship: Role of Chiropractic Care in the Medical Home Model**

The Foundation has worked with a leading firm, Discern Consulting, to complete a white paper focusing upon the role of the chiropractic doctor in the emerging Medical Home Model. Medical homes are an important component of Accountable Care Organizations and will be key to virtually all arrangements for healthcare delivery under the anticipated reforms. The Foundation will be presenting this paper to both the chiropractic profession and the employer community. Please look to *Dynamic Chiropractic* and *Chiropractic Economics* for exclusive interviews and upcoming presentations by Guy D’Andrea, M.B.A. and founder, Discern Consulting.

Kent S. Greenawalt, founder, Foundation for Chiropractic Progress, is proud of the Foundation’s accomplishments.

“We are so proud to see an amazing trajectory in the success of our campaigns,” says Greenawalt. “From launching the ‘Military Corner’ -- to working with the D.C.’s of the Cox Celebrity Championship -- to participating in health conferences nationwide, we are gaining more exposure and partnerships than ever before. We look forward to seeing what these new opportunities can bring to the profession.”

For more information regarding the foundation’s upcoming projects, a list of current contributors or how to help spread awareness and increase the already achieved ONE BILLION positive messages in 2010

alone, visit the website – [www.f4cp.com](http://www.f4cp.com) -- or call the Foundation's number at 866.901.F4CP (3427). *The Success of the Foundation is your Success* - join our efforts and contribute at whatever level is comfortable.

**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, visit us on the web at [www.yes2chiropractic.com](http://www.yes2chiropractic.com) or call 866-901-F4CP (3427).

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