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Professional Football Chiropractic Society Joins the Team for Positive Press

Foundation for Chiropractic Progress welcomes PFCS to team of supporting organizations

CARMICHAEL, Calif. – March 30, 2010 - The Professional Football Chiropractic Society (PFCS, www.profootballchiros.com), an organization of doctors who provide chiropractic care to the elite athletes of Professional Football, recently pledged its support to the Foundation for Chiropractic Progress, a not-for-profit organization dedicated to positive press for the chiropractic profession. The announcement, made by Sol Cogan, PFCS president and Detroit Lions team chiropractor, was made during the PFCS's 4th Annual Educational Seminar on February 27 – 28, 2010, in Indianapolis, Ind.

“Our goals are in line with, if not identical to, the goals of the Foundation for Chiropractic Progress -- to communicate and educate the benefits of chiropractic care,” states Cogan. “Our involvement can only stem so far as football takes us, which is why we support the Foundation for creating positive messaging nationally regarding chiropractic health care influence in all aspects of life – not just football.”

The PFCS has grown significantly over the years, from twelve original members in 2001 to now having chiropractic members serving all 32 National Football League (NFL) teams. The organization's growth has been a direct response to the growing popularity of chiropractic care within the NFL, as all 32 teams in the NFL now offer their players and personnel chiropractic physician services as part of the triage in managing and preventing injuries.

“The PFCS plans on adding to our initial pledge to the Foundation with individual contributions from all of our members who represent the teams in the NFL,” concludes Cogan.

About PFCS

Professional Football Chiropractic (PFC) is an organization of chiropractors who provide the highest quality chiropractic health care to the elite athletes of Professional Football. Our mission is to communicate and educate. To initiate and continue a better understanding of chiropractic for athletes, coaches, administrative and healthcare

staff of our respective teams. It is our goal to enhance the health and performance of each and every individual athlete, so they may express their optimal health potential. www.profootballchiros.com

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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