

Media

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**FOR IMMEDIATE RELEASE****Strides of Success in Q1 2011: Foundation for Chiropractic Progress Continues to Accomplish**

CARMICHAEL, Calif. – March 31, 2011 – The [Foundation for Chiropractic Progress](#), architect of the longest running public awareness campaign for the chiropractic profession, points to significant accomplishments during Q1 2011, activities that advance its primary mission to provide education and generate widespread positive press for the chiropractic profession.

“With a great deal of support backing the Foundation’s campaign, our progress and accomplishments are truly remarkable,” expressed Kent S. Greenawalt, Chairman, Foundation for Chiropractic Progress. “We expect that everyone will continue to work in partnership, and encourage others in the profession to get involved in our cause. The impact and success of the F4CP is palpable.”

The Foundation has initiated numerous projects that are expected to further its mission:

- **Washington Redskin Cheerleaders - TV Spot**
This release has currently generated 456 news articles in 22 different states with a readership of 12,243,120. The sites it was featured on have been viewed by 53,530,377 unique visitors per month.
- **Driving Safety - TV Spot**
The next TV PSA to be released will focus on avoiding the health concerns associated with driving. It is in the final stages of development and is expected to air within the upcoming months.
- **Fibromyalgia – TV Spot and New Ad**
Filming has begun for a following TV spot regarding the chronic condition of Fibromyalgia and the benefits chiropractic care can offer patients. This spot will feature two personal stories, one being that of Retired U.S. Brigadier General, Rebecca Halstead. The Foundation is expecting completion in the next upcoming months.

A correlating ad featuring General Halstead addressing the great benefits chiropractic care has for chronic fibromyalgia, has been released and can be found on the F4CP website.

- **Jerry Rice – Radio PSA – 30/60**
A radio public service announcement focusing on injuries associated with auto accidents, featuring legendary NFL player, Jerry Rice, is in production and is expected to air within the next month. Watch for this, along with all other future TV and radio spots, on the Foundation website: www.f4cp.com.
- **2011 Super Bowl MVP “Well-Adjusted” – Release Generates High Levels of Media Attention**

The Foundation has recently produced and distributed a release regarding the story of winning Green Bay Packer player, Aaron Rodgers and DC Dad, Ed Rodgers, and the value they find in chiropractic care. Please join our efforts in raising awareness by downloading and sending this release to your local newspapers! It can be found at the website, along with all of the F4CP press releases.

Additionally, a print advertorial regarding the Rodgers testimony has been created and will be sent out to over 10,000 prominent publications. Distribution is expected to begin in April.

- **Participation in IBI/NBCH Health and Productivity Forum**

The Foundation representatives attended a five day conference in San Francisco where speaker after speaker addressed the new direction corporations are taking in managing the health needs of their employees. The new emphasis is on providing incentives and opportunities to their employees to stay healthy; *a healthy employee is a more productive one.*

The forum granted further insight on how to better focus the F4CP message to the employer community and take advantage of the new direction many corporations are choosing to take.

Future conferences at which the foundation will be participating include the *CDHC Solutions Forum East* and *AHIP's Fall Forum 2011*.

- **Letters to the Editor**

During the month of March, the F4CP has shown much aggression in responding to the media in order to raise awareness of the relevancy that chiropractic care could have had within their articles. Supporters of the F4CP have submitted a number of remarkable letters to appropriate and prominent publications, including *The Seattle Times*, *Sacramento Bee*, *TIME Magazine* and *Wall Street Journal*. To view these Letters, please visit our website at (INSERT LINK)

- **The Association of Chiropractic Colleges (ACC) and the Research Agenda Conference**

Foundation spokesperson, U.S. Army Brigadier General Rebecca S. Halstead, opened the Research Agenda Conference as a special guest with a well-received keynote presentation, "Working as a team – The importance of the integration of chiropractic services into VA and DOD healthcare facilities." To learn more please about the ACC-RAC 2011 event, visit the [ACC](#) website.

For more information regarding the Foundation's upcoming projects, a list of current contributors or to learn more on how to help spread awareness and increase the already achieved ONE BILLION positive messages in 2010 alone, please visit the website – 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, please visit us on the web at www.yes2chiropractic.com or call 866-901-F4CP (3427).

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