



FOR IMMEDIATE RELEASE

NCMIC Presents \$100,000 to Foundation for Chiropractic Progress

The NCMIC Group, Inc. has contributed \$100,000 to the Foundation for Chiropractic Progress to support the national initiative to educate the general public about the benefits of chiropractic care. This most recent donation makes a total of \$400,000 committed by the NCMIC.

About NCMIC Group, Inc.

For more than 60 years, NCMIC has served as the nation's largest provider of chiropractic malpractice insurance, insuring more than 36,500 doctors. Their core business consists not only of malpractice coverage, but also includes financial products and other affiliated insurance products.

"A public relations campaign to raise the awareness of the benefits of chiropractic, supported by the profession, can have a huge impact on the profession both today and in the future," said Dr. Louis Sportelli, NCMIC President. "Whether doctor or vendor we all have a direct interest in the success of this public relations campaign. The profession must make contributions and view this program as a long-term investment in the future."

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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.