



**FOR IMMEDIATE RELEASE**

### **Chiropractic 2.0 Blog Launches as Key Voice for Profession**

**CARMICHAEL, Calif. – May 20, 2008** –Recognizing the growing importance of professional and community networking and filling an important void for the chiropractic profession to participate in mainstream media, the Foundation for Chiropractic Progress, a not-for-profit organization dedicated to the positive promotion of the chiropractic profession, announced the official launch of *Chiropractic 2.0*. The Blog will serve as a venue for advancing the value of chiropractic care and a platform for sharing affirmative, constructive messaging. Visit <http://chiropractic2point0.blogspot.com>.

According to Lawrence H. Wyatt, DC, DACBR, FICC, who has been named as editor for *Chiropractic 2.0*, "This is an exciting time for the profession and *Chiropractic 2.0* offers all our constituents a place on the Internet to present upbeat events impacting chiropractic care. This venue will also help others to learn about chiropractic."

With the increasing role of blogging as a form of mainstream media and hundreds of healthcare-related blogs, *Chiropractic 2.0* is a milestone for chiropractic. *Chiropractic 2.0* gives the chiropractic community a voice in this fast-growth medium.

Dr. Gerry Clum, spokesperson for the Foundation for Chiropractic Progress and President of Life Chiropractic College West, Hayward, CA, observes, "The introduction of this communications vehicle supports the tenets of the Foundation for Chiropractic Progress, providing another significant channel for our profession to demonstrate its value in maintaining wellness for all Americans. I encourage all students and professionals to participate and follow *Chiropractic 2.0* – with contributions that will further strengthen our community. "

Dr. Wyatt's first blog post was focuses on information covered during a recent Webinar entitled, "Dispelling Myths about Neck Pain." The Web-based session reviewed the most extensive study on neck pain to date sponsored by the World Health Organization and Bone and Joint Decade Task Force. Led by Scott Haldeman, M.D., president of the Bone and Joint Decade Task Force on Neck Pain, the Webinar provided important insights, many of which are recounted in the blog posting. Additionally, visitors can access a link to a complete recording of the Webinar: <http://foundation4cp.com/NeckandPain.htm>.

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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](http://www.foundation4cp.com) or call 866-901-f4cp.