

Media

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FOR IMMEDIATE RELEASE

**Foundation for Chiropractic Progress Launches Facebook Fan Pages
to Increase Positive Chiropractic Awareness**

CARMICHAEL, Calif. – September 22, 2011 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness of the value of chiropractic care, recently launched its enhanced professional and public Facebook fan pages -- [FoundationforChiropracticProgress](#) and [StayingHealthywithChiropracticCare](#) -- as part of its continuing aggressive advertising and public relations campaign initiated in 2006.

“With more than 750 million active users on Facebook, these pages present an incomparable opportunity to connect with the chiropractic profession and the general public,” says Kent S. Greenawalt, F4CP founder. “By building our presence on Facebook, we are strengthening the F4CP’s campaign and significantly increasing chiropractic awareness and education nationwide.”

Redesigned by Dr. Jason Deitch, founder of [Fan Page Generator](#) and social marketing advisor for the F4CP, the new fan pages showcase features unique to the social media arena, including: welcome videos featuring high-profile supporters, free e-gifts targeting specific audiences and easy-to-use donation components. Each fan page also provides visitors with weekly updates regarding news, research and initiatives in the chiropractic community and F4CP.

“We highly encourage visitors to take advantage of our online community and share their positive chiropractic stories,” shares Greenawalt. “By ‘liking’ our fan pages, visitors not only show their support of chiropractic, but also receive materials to help enhance personal feats -- like building their practice or achieving improved wellness.”

[StayingHealthywithChiropracticCare](#) is aimed toward the general public and delivers fans with a brochure that highlights ways they can easily maintain and improve their health. [FoundationforChiropracticProgress](#) is geared toward chiropractic professionals and provides a FREE marketing guidebook to help build private practices. To learn more about either page and/or creating an individual Facebook fan page, contact a representative at the F4CP: 866-901-F4CP (3427).

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 www.yes2chiropractic.com or call 866-901-F4CP (3427).

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