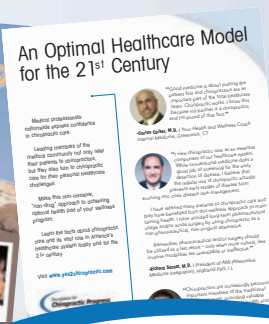


# Chiropractic POSITIVE PRESS CAMPAIGN



HELP US GET THE MESSAGE OUT



## STAY IN THE GAME WITH Chiropractic

Jerry Rice, one of the game's most durable players, a 13-time Pro Bowl football player who owns 38 career records and three Super Bowl rings, shares his positive experiences with chiropractic care.

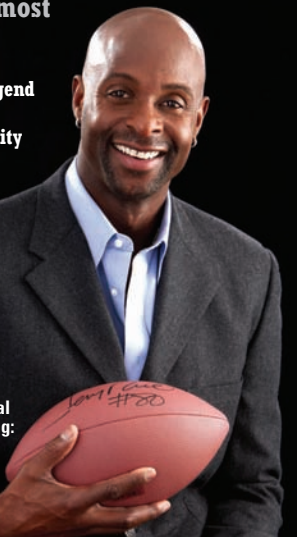
"I am proud to communicate with the American public about the value of chiropractic care. Professional football is a very rough and vigorous sport, and I attribute my longevity and durability to a vigorous exercise program and chiropractic adjustments. Chiropractic gave me the edge to succeed, not only on the gridiron but also on the dance floor."

He continues to rely upon chiropractic adjustments to keep himself healthy and active.

"I did a lot of things to stay in the game, but regular visits to my chiropractor were among the most important."

NFL Football Legend & "Dancing with the Stars" Celebrity — JERRY RICE

SEEN IN National Publications Including: Sports Illustrated, Men's Fitness, USA Today, Women's Health, & ESPN Magazines



### The Foundation for Chiropractic Progress

has launched the largest campaign to support chiropractic through positive press in the history of the profession with:

- National TV commercials
- National radio broadcasts
- National newspaper advertorials
- Magazine/newspaper ads
- Press releases
- Public service announcements

All of these promotions are changing the public perception and media coverage of the chiropractic profession. Since 2007 this public relations effort has generated over a quarter of a billion positive messages regarding the profession — equivalent to \$3.5 million in advertising dollars.

### Plans for 2009 include:

- Print advertising campaigns including USA Today, US News and World Report, and Business Insurance.
- Continued sponsorship of press conferences with national media
- Expanded media outreach including press releases and advertorials
- Public Service Announcements in print and through radio outlets
- Development of TV advertorials
- Conducting media tours
- Retaining of a prominent spokesperson, Jerry Rice

### Help Us Spread Positive Press Regarding the Profession

Changing public attitudes about chiropractic is not going to happen overnight. Occasional donations from members of the profession won't be enough. The generous grants we received at the beginning made it possible to launch this huge initial campaign and demonstrate what can be accomplished.

Regular donations — even \$1 or \$2 a day will allow us to reach our goals as a profession. Imagine what will be accomplished when thousands of doctors get behind this campaign! Your monthly pledge can be automatically deducted from your credit card — think of it as a small part of your overhead, and an investment in your future.

### Can you be counted on to do your part?

**For automatic monthly donation pledge:  
Complete and mail the reply form to:  
PO Box 560, Carmichael, CA 95609-0560**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Yes! I will do my part for Chiropractic with a monthly pledge:

\$200  \$100  \$50  Other \$ \_\_\_\_\_

Bill my credit card:  Mastercard  Visa  Amex  Discover

Card # \_\_\_\_\_ Expire Date: \_\_\_\_\_

I've enclosed a check (Payable to Foundation for Chiropractic Progress).

**You can also log on to [www.f4cp.org/support](http://www.f4cp.org/support) and press the "Donate" button, or call Gary Cuneo, COO at 703-868-2420, or fax the above reply form to 530-333-0333 and make your pledge.**