

Media Kit

ChiroThon®

A Virtual and In-Person Annual Event Held by the
Foundation for Chiropractic Progress (F4CP)

ChiroThon® is an award-winning, live streamed and in-person event held annually to celebrate, elevate and support the greatest profession on Earth.

Launched in 2022 at FCA The National, the first-ever ChiroThon was a four-day streamed event featuring live and virtual sponsored segments with celebrities, influencers and key leaders in the chiropractic profession to reach consumers about the benefits of chiropractic care and encourage donations to future campaigns for the profession.



CO-HOSTS

DR. SHERRY
MCALLISTER



DR. FAB
MANCINI



Co-hosted by F4CP President, Dr. Sherry McAllister and Dr. Fab Mancini, guests were interviewed onsite at The National, as well as virtually.

2022 ChiroThon

The Results

First-Ever ChiroThon Attracts Worldwide Audience

A modern day version of the Jerry Lewis Telethon, "ChiroThon" was a four-day in-person and live streamed event on more than a dozen platforms to celebrate chiropractic.



On Facebook, YouTube &
F4CP.org/ChiroThon



To fund four commercials for the
"Naturally, Chiropractic" campaign

400+

Donations received from
400+ consumers, as well as
chiropractors.



50

The F4CP is close to hitting the
32k membership mark with 50
new individual members joining
at ChiroThon.

Press Releases

[First-Ever "ChiroThon" Attracts Worldwide Audience of More Than 85,000 Viewers](#)

[Foundation for Chiropractic Progress Wins Gold Award in the 2022 MarCom Awards](#)

[Foundation for Chiropractic Progress Wins Gold in Healthcare Digital Marketing Awards](#)

2022 ChiroThon

Awards Earned



Marketing Collateral & Event Photos

F4CP CHIROTHON

KICK-OFF EVENT FEATURING SPECIAL GUESTS:

MARK VICTOR HANSEN
MARVIN LEE
SHILO HARRIS

AND A SURPRISE GUEST APPEARANCE!

THURSDAY, 8/25/22, 5 PM
WINDERMERE BALLROOM
JOIN LIVE OR VIRTUALLY AT:
WWW.F4CP.ORG/CHIROTHON

CHIROTHON 2022

RELENTLESS: HOW THE PURSUIT OF A HOLISTIC HEALTHCARE APPROACH TO YOUR LIFESTYLE PAYS OFF

Live Vignette

26 AUG 2022
10:00 AM EST

JOIN VIRTUALLY
F4CP.ORG/CHIROTHON

Mitzi Perdue
BROUGHT TO YOU BY THE AMERICAN CHIROPRACTOR

CHIROTHON 2022

SUPPORTING THE CHIROPRACTIC ADJUSTMENT WITH NUTRITION AND HERBAL SUPPLEMENTATION

Live Vignette

27 AUG 2022
2:40 PM EST

JOIN VIRTUALLY
F4CP.ORG/CHIROTHON

Dr. Kimberly Besuden
BROUGHT TO YOU BY STANDARD PROCESS



3x Olympic Champion and 8x World Champion,
LaShawn Merritt and Dr. Sherry McAllister



Co-Hosts Dr. Sherry McAllister & Dr. Fab Mancini

2023 ChiroThon

The First-Ever Regional ChiroThon



Due to the success of the first-ever National ChiroThon, F4CP then collaborated with the Michigan Association of Chiropractors (MAC) to hold the first Regional event at the MAC's Fall convention.

SEPTEMBER 15-17 AT THE MAC 2023 FALL CONVENTION
CELEBRATE, ELEVATE, & SUPPORT THE FIRST EVER REGIONAL CHIROTTHON

TO TUNE IN OR DONATE VISIT WWW.F4CP.ORG/MAC

Dr. Sherry McAllister

Dr. Alessandra Colón
Star of TLC's *Crack Addicts*

Dr. Fab Mancini
Previously featured on *Dr. Phil*

15 Sep

- 4:15 PM Importance of Chiropractic & Back Health for Michiganans
Special Guest: Dr. Krista Burns
- 5:30 PM Women's Health: Nutrition, Pregnancy, & Family Care
Dr. Cindy Howard, Kirsten Douglass, Dr. Cindy Shaft-Toll
- 7:00 PM Opening Session/ChiroThon Kick-Off
Dr. Sherry McAllister & Dr. Fab Mancini
- 9:15 AM Yoga for Pain Management
Carly Kish
- 10:30 AM Chiropractic Care Enhancing Veteran Lives
Medal Of Honor Recipient: Leroy Petty
- 11:30 AM Advocating for Your Health: A Personality Discussion
Dr. Janice Hughes
- 12:00 PM Discussion with Star of TLC's *Hit Show Crack Addicts*
Dr. Alessandra Colón
- 2:00 PM Personal Stories of Chiropractic
Dr. Eric Hartman & Nancy Nwan
- 3:30 PM Simple Steps to Healthy Living
Dr. Lisa Olczewski
- 5:00 PM Small Steps to a Big Adventure
Kayaking Guinness Book World Record Holder: Cyril Dornhaus
- 6:15 PM Chiro Got Talent
Featuring the Talented D.C.s of Michigan

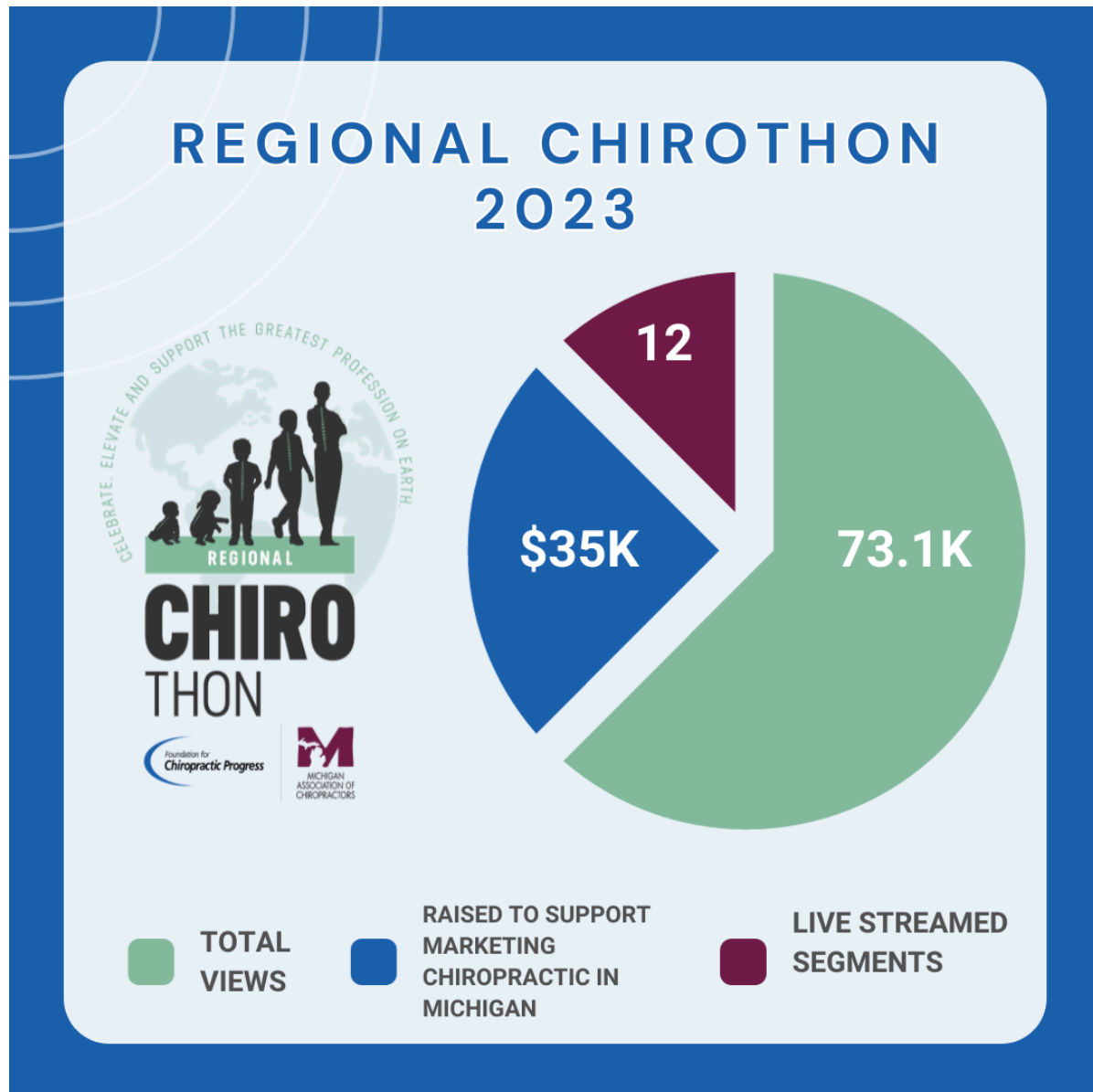
16 Sep

- 9:15 AM Chiropractic Around the World
Dr. Stephen Simonetti
- 10:15 AM Men's Health in a Changing World
Dr. Eric Doherty

17 Sep

2023 ChiroThon

The Results



The first-ever Regional ChiroThon live streamed a dozen segments, which garnered 73.1k views and raised \$35k to support marketing campaigns to raise greater awareness of chiropractic care amongst Michiganders.

2024 ChiroThon

@ CalChiro in Palm Desert, California

The second annual Regional ChiroThon was held in collaboration with the California Chiropractic Association (CalChiro) onsite at their fall convention. With 280k+ viewers and \$55k raised to market chiropractic, ChiroThon continues to grow each year -- reaching new consumer audiences with each live streamed event.



The graphic features a central logo for 'REGIONAL CHIROTHON' with the tagline 'CELEBRATE, ELEVATE AND SUPPORT THE GREATEST PROFESSION ON EARTH'. Below the logo, three large green numbers are displayed: '\$55k+', '280k+', and '13', each with a corresponding label in green: 'RAISED', 'VIEWERS', and 'LIVE VIGNETTES'. Above the numbers are two portraits of hosts. Below the numbers is a blue box with white text describing the event as a modern day version of the Jerry Lewis Telethon. At the bottom are six portraits of participants.

CELEBRATE, ELEVATE AND SUPPORT THE GREATEST PROFESSION ON EARTH

REGIONAL
CHIROTHONTM

Association for Chiropractic Progress CAL CHIRO

\$55k+
RAISED

280k+
VIEWERS

13
LIVE VIGNETTES

A modern day version of the Jerry Lewis Telethon, "ChiroThon" is a three-day, in-person and live streamed event on more than a dozen platforms to celebrate, elevate and support the chiropractic profession.

Recordings can be found at:

f4cp.org/chirothon

2025 ChiroThon®

@ ANJC in Atlantic City, NJ

The fourth annual ChiroThon was held in collaboration with the Association of New Jersey Chiropractors (ANJC) onsite at their annual convention. With 322k+ viewers and over \$41k raised to market chiropractic, the event was a success. Each year, ChiroThon's reach expands, engaging new consumer audiences through its live-streamed events.



Recordings can be found at:

f4cp.org/chirothon

The Future of ChiroThon

Trademarking ChiroThon

As of November 2024, the Foundation for Chiropractic Progress has officially secured the trademark for ChiroThon®.

2026 Event

Looking ahead to 2026, F4CP looks forward to planning its next ChiroThon! Details coming soon.

Sponsorship opportunities for 12 live streamed segments are available. Please contact Dr. Sherry McAllister, dr.mcallister@f4cp.com to learn more.

Special Thank You

Thank you to F4CP's 39k members, corporate sponsors, State Associations, Global Leaders, chiropractic colleges and Chiropractic Economics, Dynamic Chiropractic and The American Chiropractor, for further elevating ChiroThon to the public since its 2022 launch.