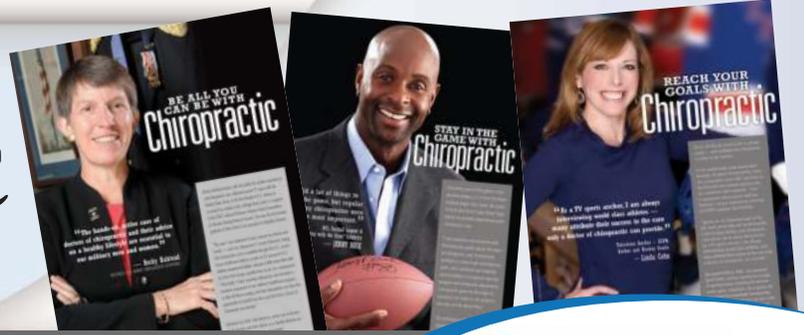


Chiropractic POSITIVE PRESS CAMPAIGN

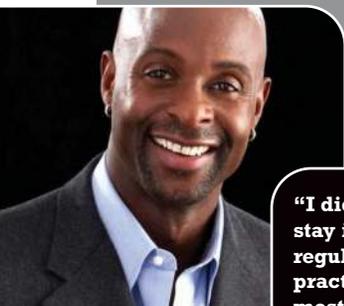


CHAMPIONS FOR Chiropractic



Becky Halstead
RETIRED U.S. ARMY
BRIGADIER GENERAL

"The hands-on, active care of doctors of chiropractic and their advice on a healthy lifestyle are essential to our military men and women."



Jerry Rice
NFL FOOTBALL LEGEND
& "DANCING WITH THE STARS" CELEBRITY

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



Linda Cohn
TELEVISION ANCHOR
FOR ESPN, AUTHOR &
HOCKEY GOALIE

"As a TV sports anchor, I am always interviewing world class athletes — many attribute their success to the care only a doctor of chiropractic can provide."

AS SEEN IN National Publications Including:

Sports Illustrated, Men's Fitness, USA Today, Women's Health, & ESPN Magazines

Help us get the message out!

Foundation for
Chiropractic Progress

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

Four New National and Local Promotion Ads are Launched

Adding to its collection of positive ads regarding chiropractic, including the testimonial of NFL great Jerry Rice, the Foundation has created four new ads. The first two feature Becky Halstead, retired Brigadier General in the U.S. Army. These two ads reach numerous audiences from members of Congress, to veterans and the general public. The third ad features Linda Cohn, ESPN Sports Analyst and world class athlete interviewer. The final of the newest ads speaks directly to the value of chiropractic care in treating pregnant women, it includes comments from an OB-GYN medical specialist.

Benefits of Becoming a Monthly Contributor

These ads, along with five others created by the Foundation and placed in national publications, are available to monthly Foundation contributors. These ads are also available as 18x24 full color posters which are excellent tools for internal marketing. Also available to contributors are 30 second radio and 30 second TV spots featuring NFL great Jerry Rice. These are playing around the country as Public Service Announcements. Coming soon will be 30 second TV and radio PSAs by General Halstead.

**To become a monthly donator:
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:

\$100 \$50 \$25 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 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.