

## FCER Enters Partnership with King Koil

Editorial Staff

DES MOINES, Iowa-The Foundation for Chiropractic Education and Research (FCER) has announced a new partnership with King Koil, the well-known mattress company.

Established in 1898, King Koil is under new management with President Larry McKay. The company is unveiling a new line of mattresses that will include the Spinal Contour, Perfect Contour, and Perfect Contour Extraordinaire. The new designs have undergone extensive independent industry testing. The rigorous testing of the new designs, and King Koil's record of quality control, led the FCER to endorse the company's products.

"We feel very comfortable with the product and the people behind the product," said Vincent Lucido, DC, president of the FCER. "We can recommend with confidence King Koil bedding."

The FCER and King Koil partnership became official April 1, 2002. King Koil is establishing a program that will allow FCER members and their patients significant discounts on King Koil mattresses.

"King Koil is excited about our new partnership with FCER," said King Koil President McKay. "This will give us the opportunity to support chiropractic research and other important projects that FCER is involved in."

APRIL 2002