

Foot Levelers to Launch National Chiropractic Promotion

Editorial Staff

In early 2002, in conjunction with its 50th year in business, Foot Levelers will mount a public relations campaign intended to expand public awareness of the benefits of chiropractic. The Virginia firm, which produces custom orthotics, has contracted public relations professionals with "getting the word out." Foot Levelers President Kent Greenawalt said the company would "put a substantial amount of funding into this effort to make it happen."

Foot Levelers, long known for its financial support of the chiropractic profession, plans to target national and regional consumer publications and wire services with an emphasis on "whole-body-wellness" to explain how chiropractors can help patients with common problems.

"There is a void in today's media coverage of chiropractic, and we plan to do our part to fill it," Mr. Greenawalt explained. "Only one in 10 Americans visits a chiropractor, and we want the other nine to become patients. We are successful today because of chiropractors supporting Foot Levelers and, as always, Foot Levelers is going to do all we can to support chiropractic." Mr. Greenawalt added: "Our goal in launching this campaign is to do our own small part to advance the chiropractic profession and help more people benefit from receiving chiropractic care."

"Chiropractic is health care's best-kept secret," Mr. Greenawalt said. "We are trying to change all that."

Arnold Table Winning Bid

Donovan Thomas, DC, of Monahans, Texas, won the Arnold Schwarzenegger adjusting table auction. The bidding was held on ChiroWeb from June 1-July 31. Dr. Thomas made the winning bid of \$8,000 for the Leander 900 Z table, which was autographed by Arnold at the 13th annual Arnold Schwarzenegger Classic Fitness Expo in Columbus, Ohio.

"I've priced these tables," said Dr. Thomas. "Even without the prestige of the name, it's a smart value."

Dr. Thomas noted that he met Mr. Schwarzenegger at the Fitness Expo. "I'm a great fan of his and what he has done for chiropractic. Leander is giving me a replacement footpad for the table, so that I can use it without erasing Arnold's signature."

"It's a good start for a collection, especially for a DC in an 8,000-person town," explained Dr. Thomas, who is in his sixth year of practice, and operates three practices in an area known as the "Texas Oasis."

"We need more role models like Arnold Schwarzenegger and Deion Sanders, whom I've also met, to get people to pay more attention to our profession," maintained Dr. Thomas.

FSCO Offers Scholarship

CLIFTON, NJ - Four students will win a total of \$5,000 in scholarships from the Federation of Straight Chiropractors and Organizations (FSCO). The John Stachurski Memorial Scholarship is named after a former Triune seminar speaker and chiropractic proponent, and will be awarded to students that best explain any two of Ralph Stephenson's 33 principles as outlined in his *Chiropractic Textbook*. This book presented the basis for Dr. Stachurski's teachings. Essays will be judged according to how their relationship with current trends within the profession is discussed.

Essays must be postmarked by September 15, 2001. For more information on the award and essay requirements, contact Theresa Galant,DC, of the FSCO at 800-521-9856 or www.straightchiropractic.com.

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