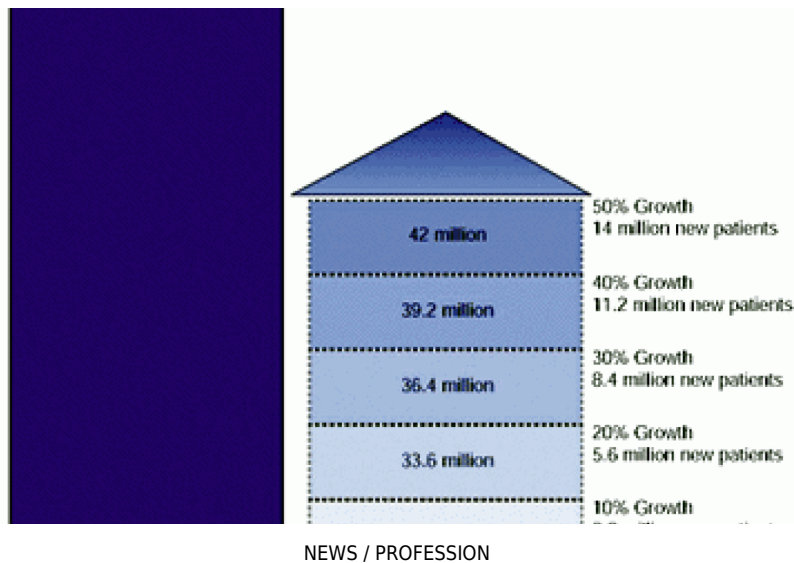


Dynamic Chiropractic



2002 Campaign to Promote Chiropractic

Foot Levelers, Inc., is launching a six-figure-plus chiropractic awareness public education campaign beginning early in 2002 to get the message out about whole-body wellness and how chiropractors can help. The campaign is slated to run for a minimum of one year and targets top consumer magazines, newspapers, and wire services. The goal - to get more of the general public into chiropractors' offices.

"We have already rolled up our sleeves and begun laying the foundation for the upcoming campaign," asserted Kent Greenawalt, president and CEO of Foot Levelers. "We have retained one of the largest independent public relations firms in the United States to develop and implement the strategy."

A target team, spearheaded by Mr. Greenawalt, has also been assembled, consisting of executives from Foot Levelers, chiropractors, and marketing professionals to brainstorm with the firm. The groups have already spent numerous hours developing a working relationship.

"We have already formed some key messages that we want to convey, particularly that chiropractic is the number one approach to wellness without drugs and surgery - and that it is safe and effective," explained Mr. Greenawalt.

Other key messages in the campaign include:

- The body is an integrated system that is not separable.
- Chiropractic is part of a solution to many health problems.
- Chiropractic care is crucial to maintaining an active, healthy lifestyle.
- The feet are the foundation of the body and key to balance and alignment.

Mr. Greenawalt explained that his firm is researching the most effective way to convey that information and to develop the promotional content. "You should start seeing the information

around the end of this year in major newspapers and magazines," said Mr. Greenawalt.

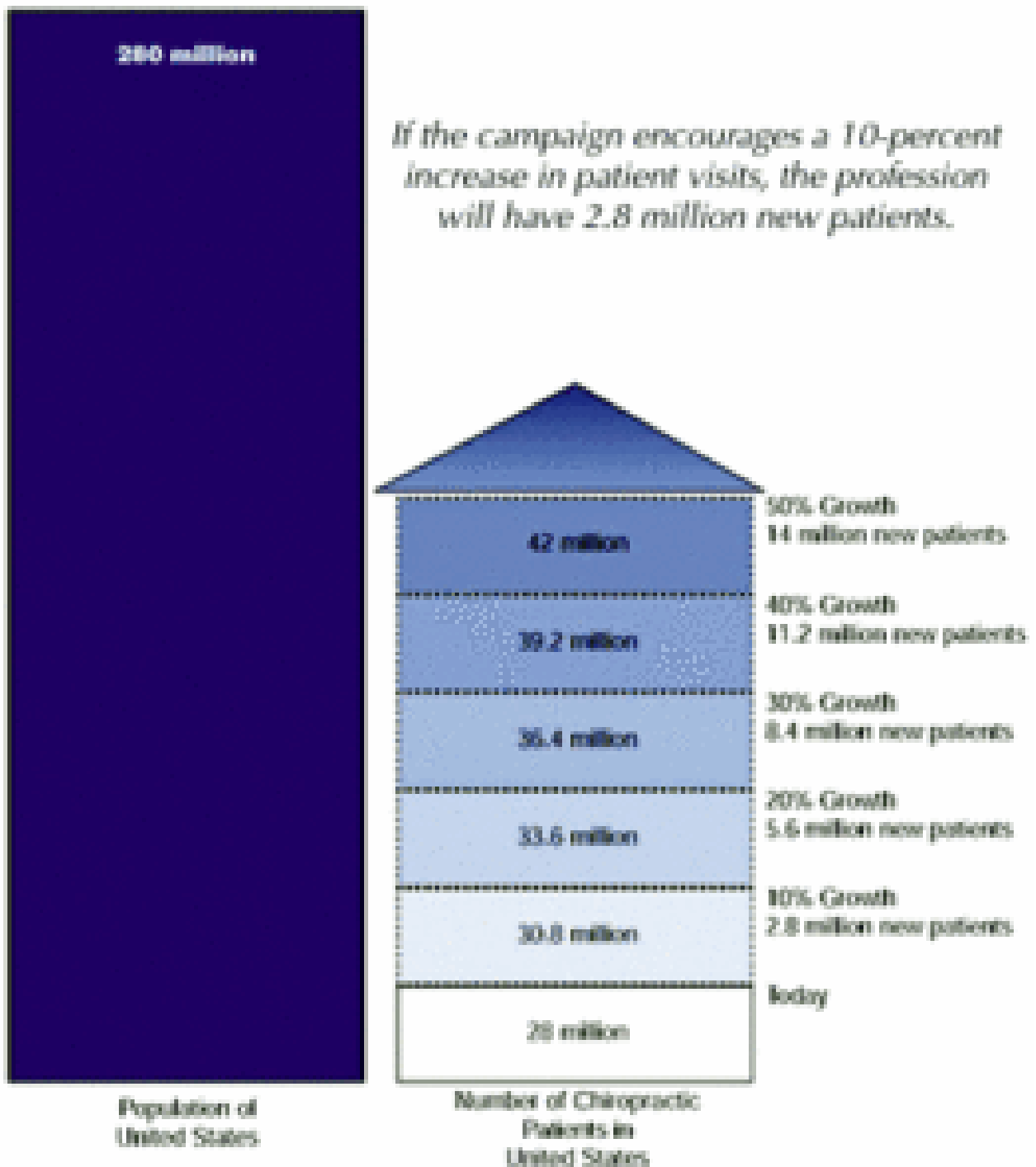
A spokesperson for the PR firm adds, "'Make an appointment with your chiropractor today' is a message we are really enjoying putting out on the streets. It is sure to be the catalyst that will get people to pick up the phone for an appointment."

Preliminary market research shows that though chiropractic is more "accepted" now than ever, most people aren't aware enough of the benefits of chiropractic care. Only one person in 10 sees a chiropractor on a regular basis. Generally, public opinion is neutral about chiropractic care, simply because of ignorance of the facts.

Mr. Greenawalt agrees: "There's a void out there we want to fill. I've always said that chiropractic is America's best kept secret, and it's time to spread the word. Rather than having a neutral image, we want to bring the public perception closer to reality. And the reality is, chiropractors do wonders for obtaining and retaining a person's health, function, and performance."

Foot Levelers sees the nationwide campaign as a necessity to help the chiropractic profession and is making it top priority for the doctor and the profession. The campaign is part of its 50th anniversary celebration, and originally, it had thought of celebrating using an unusual and extravagant giveaway, such as sending a contest winner into outer space or performing a complete office makeover for the winner.

"But then we realized we were off-purpose," said Mr. Greenawalt. "It would have been great for the winners, but it wouldn't benefit the profession. We then focused on the campaign; something that would make a difference in chiropractic and show our love for the profession. It's our way of giving back to the profession that has been so good to us."



"We are successful today because of chiropractors supporting us and, as always, we are going to do all we can to support chiropractic. 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," Mr. Greenawalt concluded.

Be watching for announcements on the campaign's progress and results. You may also call 800-553-4860 (from Canada: 800-344-4860) or visit online at www.footlevelers.com for more information.

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