

Coup for Chiropractic

DR. CLEVELAND NAMED EDITORIAL CONSULTANT FOR PREVENTION
MAGAZINE

Editorial Staff

In keeping with the fast-rising trend toward alternative care, and chiropractic in particular, the nation's top consumer health publication, *Prevention*, has named Dr. Carl Cleveland III as a chiropractic editorial consultant.

Dr. Cleveland's appointment is a coup for chiropractic. As one of the profession's most respected doctors and leaders, he will advise *Prevention* magazine on chiropractic issues.

"It is a privilege to represent the chiropractic profession in this way," said Dr. Cleveland. "*Prevention* is a positive health and wellness educational source to millions of readers."

Dr. Cleveland is a fourth-generation chiropractor; daughter Ashley became the fifth generation of chiropractors when she graduated from CCCLA in 1995. Dr. Cleveland's father, Dr. Carl S. Cleveland Jr. (1918-1995), dedicated himself to over 50 years of chiropractic service and education. Dr. Cleveland III continues in that tradition. He has served as president of the Council on Chiropractic Education (1994-1996), is president of the Cleveland Chiropractic College of Kansas City and Los Angeles, and is the national spokesman for the Alliance for Chiropractic Progress.

The Alliance for Chiropractic Progress is a public relations partnership of the American Chiropractic Association, the International Chiropractors Association and the Association of Chiropractic Colleges. The Alliance has, as a first step, focused on educating the public about the education and training of chiropractors.

"Chiropractic has a long tradition of promoting the wellness mindset for optimum health," Dr. Cleveland observed. "I'm confident that *Prevention* readers will benefit from an informed, chiropractic perspective on health and wellness."

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