

New York Chiropractors Join Forces for Media Campaign

Editorial Staff

To help develop a positive image and increase public awareness about the benefits of chiropractic care, 20 chiropractors in upstate New York have joined forces to form the Central New York Committee for Chiropractic Care (CNYCCC). The group's aim is to promote chiropractic care through the media in a way that will benefit all chiropractors and can be used as an example for chiropractors in other areas to band together and form their own local organizations.

To start the committee's media campaign in motion, the group recently held meetings with a national advertising agency, which has previously created campaigns for McDonalds and General Motors, among others. CNYCCC's plan is to start advertising on one television station this September, with the message "Chiropractic Care ... Good for Every Body." More television and radio stations will be added as funding increases. In addition, CNYCCC will be sponsoring various community events and hold seminars open to the public, which will raise the general perception about chiropractic.

Each chiropractic office has donated \$3,000 to make CNYCCC's media campaign possible. A number of chiropractic suppliers and organizations, such as Scrip, Titan Tables, FCER, the ICA and Dynamic Chiropractic have also stepped forward to help sponsor the committee's efforts.

Any chiropractor or company who is interested in assisting CNYCCC or would like more information on the organization can contact Dr. Steven Klink at (315) 453-4040, fax (315) 461-9151 or Dr. Jay Lipoff at (315) 682-6030, fax (315) 682-6068.

Dr. Winterstein Becomes Highest Individual Donor for Ride for Kids

Pediatric Brain Tumor Foundation president Michael Traynor presents the Highest Individual Donor Award to NCC President James F. Winterstein, DC for his fundraising efforts.

James Winterstein, DC, the president of National College of Chiropractic (NCC), was named the highest individual donor for the Chicago area Pediatric Brain Tumor Foundation's annual Ride for Kids event on July 13.

Drawing upon the resources of NCC's alumni, faculty and staff, local community groups, and the chiropractic profession at large, Dr. Winterstein raised a total of \$10,000 for the Pediatric Brain Tumor Foundation. Next year, he said that his goal will be to raise \$15,000.

More than 1000 motorcyclists participated in this year's Ride for Kids event, which began in Oak Brook, Illinois and finished up in Sugar Grove. The ride raised \$131,653 for brain cancer research in children.

