

Los Angeles County Chiropractic Society Plans HOPE Day '91

Editorial Staff

HOPE Day (Helping Other People Eat) will be back and bigger than ever as the Los Angeles County Chiropractic Society (LACCS) expands on last year's successful program to help feed the hungry of Los Angeles County, while generating tremendous positive publicity for the society and chiropractic. LIFE (Love Is Feeding Everyone), the organization founded by Dennis Weaver and Valerie Harper that now helps feed more than 100,000 hungry people in Los Angeles County each week, has again been chosen as the recipient of the food that participating HOPE Day doctors will collect from the patients they treat at no charge in exchange for a donation of food for the hungry. The second annual LACCS HOPE Day will be held on Thursday, February 14, 1991.

In addition to HOPE Day media efforts, LACCS is launching a general media relations effort. This program is designed to increase public awareness and understanding of chiropractic among LA County residents through the media. Aspects of this program include a press kit, media audit, news release program, and feature story development.

A chiropractic television program is planned for this year, with content focusing on different aspects of chiropractic and involving doctors from all ten LACCS societies.

Another important LACCS activity for this year will be the Speakers Bureau, which will promote LACCS members as speakers for community, civic, and educational groups in all county areas. The Speakers Bureau program will include a seminar to offer guidance to doctors wishing to become speakers.

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