

## **Pennsylvania Chiropractic Association Endorses Campaign for Chiropractic With Five-Year Pledge**

Editorial Staff

The Pennsylvania Chiropractic Association (PCA) and the Pennsylvania Chiropractic Educational & Charitable Foundation have voted to contribute \$60,000 over a five-year period to the Campaign for Chiropractic. Kate Rufolo, DC, president of the PCA, made the announcement June 20, 2005.

In notifying Gene G. Veno, president/CEO of the Foundation for Chiropractic Progress, of Pennsylvania's commitment, Dr. Rufolo said the association would fulfill its pledge at a rate of \$1,000 per month, as well as encourage individual members to make personal pledges and contributions.

"This is a vital project which deserves everyone's support," said Dr. Rufolo.

David Madeira, president of the Pennsylvania Chiropractic Educational & Charitable Foundation, commented, "This campaign is in perfect harmony with what our state foundation has intended to do for our membership, which is 'Positive Press for Chiropractic.'"

Ramona Anderson, executive vice president of the Pennsylvania Foundation, added, "One of our primary goals of the Pennsylvania [Chiropractic] Charitable and Educational Fund is to inform the public on the positive aspects of chiropractic care; our financial commitment to the [Campaign for Chiropractic] will allow us to accomplish this goal for our members in Pennsylvania."

In addition to the generous monetary commitment, Pennsylvania has agreed to give the Foundation for Chiropractic Progress an in-kind contribution in the form of office and equipment support, which will help defray administrative costs for running the campaign. The in-kind contribution has a cash value of approximately \$1,000 per month (\$60,000 over five years).

In accepting the support, Gene Veno said, "The contribution of \$120,000 from a state association is just awesome. In spite of their own budgetary constraints, they are wise enough to see the need for mass-market exposure as top priority for the chiropractic profession."

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