

Foundation to Run First Television Commercial

CHIROPRACTIC TESTIMONIAL SCHEDULED TO AIR DURING THE MS. FITNESS USA COMPETITION

Editorial Staff

On Jan. 6 and 7, 2007, during the Fox Network's airing of the 2007 Ms. Fitness USA contest, the Foundation for Chiropractic Progress (F4CP) will run its first television commercial promoting the benefits of chiropractic. The commercial also will air on Jan. 15, when Fox re-runs the contest. Overall, the F4CP expects the commercial to be seen by an estimated 150 million households across the nation.

As with the foundation's ongoing national print advertisements, the commercial will feature Sarah Harding, Ms. Fitness USA 2006, who will share a message about how chiropractic has allowed her to maintain an active lifestyle. The F4CP also is preparing a commercial of Ms. Harding that will be made available to state associations that are partners of the foundation's media campaign.

"We believe that as the reigning Ms. Fitness USA, Sarah will have a tremendous impact on the viewing audience," said Kent S. Greenawalt, F4CP founder and president.

The foundation kicked off its advertising campaign in July 2006, with regional ads in four major publications, and is now running national ads that will reach more than 12 million subscribers by early February. In the past few months, the ad has appeared in national issues of *Newsweek*, *Business Week*, *U.S. News & World Report* and *The New York Times Magazine*. *Health* magazine will run the ad in its Jan/Feb 2007 issue, which hits newsstands on Jan. 5, 2007; *Newsweek* will run the ad in its Feb. 12, 2007 issue, available on Feb. 5, 2007.

To support the F4CP's ongoing media campaign for chiropractic, visit www.foundation4cp.com.

JANUARY 2007