

NFL Legend to Promote Chiropractic

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The National Football League's greatest receiver is now in the stands cheering for you. The Foundation for Chiropractic Progress (FCP) recently signed NFL legend Jerry Rice as its spokesperson to help promote chiropractic. The three-time Super Bowl champ is an outspoken proponent of chiropractic. His well-known name will help create positive attention about our profession in the mainstream media.

Jerry Rice played in the NFL for 20 years and is widely touted as the best receiver ever to play the game. His spectacular career included 16 seasons with the San Francisco 49ers, followed by three seasons with the Oakland Raiders. (He was on the roster of the Seattle Seahawks when he retired in 2005.) Rice was named to the Pro Bowl 13 times, winning Pro Bowl MVP in 1995, and was named Super Bowl MVP in 1988. He held an amazing 38 NFL records at the time of his retirement. He also won the votes of millions and finished second on the hit TV show, "Dancing With the Stars," in 2006.

As much attention as Jerry Rice has received for his dazzling catches and amazing abilities, he now has an important message to share off the field. Rice believes chiropractic has helped him tremendously over the years and wants others to have the same results. Obviously, going to the chiropractor may not make any of your patients the world's best receiver, but it can certainly help them live happier, healthier lives free from pain!

The foundation will use Rice's image and testimonials in both internal and external advertising. There will be public service announcements, advertorials and press releases featuring Rice and his positive story of chiropractic. The FCP will also have posters of him available to those who contribute to the foundation.

Goal of FCP Continues

The FCP continues to spread positive press about chiropractic. Since 2006, the foundation has run an aggressive advertising and public-relations campaign with the intent to inform, educate and motivate the public to choose chiropractic. The primary objective of the foundation is to generate positive press about chiropractic. This becomes easier each year as the foundation gains a larger participation by a wide variety of chiropractors.

In 2007, the work of the FCP generated more than a quarter of a billion positive messages, or the equivalent of 3.5 million dollars in free advertising. But the real work continues. We need *your* help to reach more people about the benefits of chiropractic. Your support can help the FCP spread its positive message and get more people to seek chiropractic care. Ultimately, isn't that every chiropractor's dream? We can work together to help more people feel better on a daily basis.

Join the Team

So, how can you get involved and make a difference? It's simple: Join the FCP today. One donation will help, but a monthly donation is a better option to help the foundation's game plan succeed. A large-scale campaign like the one the FCP is running is not built with a single donation; it is

sustained by many recurring donations. A one-time gift of \$25 or \$100 won't be enough to keep this positive press effort going. A monthly donation, even if it amounts to a couple of dollars a day, is what it takes to keep a continuous campaign moving forward.

To see chiropractic reach the masses, all it takes is a little bit of effort from a lot of people. Help us combat the smear campaigns that currently exist in the media. We can change the bias against us by spreading positive press about chiropractic. With your support, think of how much more we can do to spread the good news to the general public.

Don't wait for someone else to take charge and pave the way. Take it upon yourself to be stand up for what's right and join the FCP. You can make a difference and by working together, we can achieve our goal of helping more people. If you want to see a change for the better, we need your help! Join our cause and help the legendary Jerry Rice speak out about the benefits of chiropractic. Support the Foundation for Chiropractic Progress today. To learn more about the FCP or to arrange an automatic monthly donation, visit www.foundation4CP.com or call us at (866) 901-3427.

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