

News in Brief

Editorial Staff

A Chiropractic License Plate in Kentucky

The [Kentucky Chiropractic Association \(KCA\)](#) recently launched a "Go Green Go Chiropractic" marketing initiative that features a specialty license plate. The plate design contains the above slogan accompanied by a spine and a growing plant on a green and white background.

"The 'Go Green Go Chiropractic' marketing initiative helps Kentucky chiropractors and patients unite in their efforts to spread awareness of the unique benefits of chiropractic," commented the KCA. "The license plate makes a statement that we're proud of Kentucky's chiropractors and the people who are treated by and support them. It also will encourage people who see it to find out what Go Green Go Chiropractic is all about."

Sales of the license plate benefit the [Kentuckiana Children's Center](#), the nonprofit organization that provides integrative chiropractic care to children suffering from serious illnesses. According to KCA Legal Counsel Jonathan Boggs, association members "specifically chose not to have any identifying marks on the plate, or to have the donations go to the KCA because the plate isn't just for our members, it is for all chiropractors and chiropractic patients in the Commonwealth of Kentucky, and we hope to spread the 'Go Green Go Chiropractic' initiative worldwide."

To see what the "Go Green Go Chiropractic" license plate looks like, visit www.kychiropractic.com/gogreen.php, where Kentucky DCs, can find information about ordering the specialty plate and learn more about the KCA's green initiative.

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