

F4CP Retains New PR Agency

Editorial Staff

Following a comprehensive search process that vetted nearly a dozen agencies, the Foundation for Chiropractic Progress has decided to change marketing / PR firms, retaining Amendola Communications to help advance the foundation's message and educate the public on the benefits of chiropractic care.

In making the announcement, [the F4CP](#) was quick to thank CPR Strategic Marketing Communications for its "outstanding commitment" to the foundation and the profession for many years. CPR served as the foundation's marketing / PR partner for more than a decade.

With the opioid crisis and overall shift in health care toward drug-free care creating unprecedented opportunity for conversations about chiropractic, the foundation believes Amendola Communications is the right choice to "advance our mission of establishing F4CP as the trusted resource for evidence-based data and education about the benefits of chiropractic care ... and empower our members to educate and engage consumers with knowledge about how chiropractic can benefit them, embrace and share this knowledge and advance the profession as a whole," according to Sherry McAllister, DC, executive vice president of the foundation.

The F4CP announcement also states that [Amendola Communications](#) will "provide a broad spectrum of marketing services [including] aggressive media relations, social media services and a range of content demonstrating thought leadership and evidence-based data of chiropractic care through bylined articles, blog posts, press releases, white papers, ebooks, email campaigns and much more."

Established in 2003, the Foundation for Chiropractic Progress retained the services of CPR Communications in 2006. To learn more about the agency's role in the F4CP's considerable marketing and outreach efforts over the past decade (a role that garnered CPR Communications' co-founders, Laura and Joseph Carabello, our prestigious "People of the Year" award in 2014), read "Giving Chiropractic Some Much-Needed PR" in our [Dec. 15, 2014](#) issue.

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