



CHIROPRACTIC (GENERAL)

Chiropractic TV Commercial to Air During Summer Olympics

Editorial Staff | DIGITAL EXCLUSIVE

What better way to educate the public on the benefits of chiropractic care than with a television commercial aired during the most-watched sporting event in the world. That's exactly the scenario set to take place during next year's Summer Olympic Games in Tokyo, Japan, courtesy of the Foundation for Chiropractic Progress and with significant financial support from the National Board of Chiropractic Examiners.

The foundation has announced it is developing a 30-second commercial that will air five times during the televising of the 2020 Summer Olympics. As part of the celebration of chiropractic's 125th birthday, the commercial will focus on how a career in chiropractic dramatically impacts the health and performance of athletes and others.

The National Board of Chiropractic Examiners is partnering with the foundation to purchase the five spots during the 2020 Olympics. These will air on weekdays between noon and 5 p.m. EST, reaching more than 23 million U.S. households. Without the financial support of the NBCE, this historic effort would not be possible.



The foundation is looking to involve all chiropractic organizations, as well as all individual doctors of chiropractic, in reaching consumers through various media.

The 2020 Summer Olympics will take place July 24 - Aug. 9. Look for additional details on the foundation's TV commercial and how the chiropractic profession can support it in *DC* as this historic project moves forward.

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