



CHIROPRACTIC PR

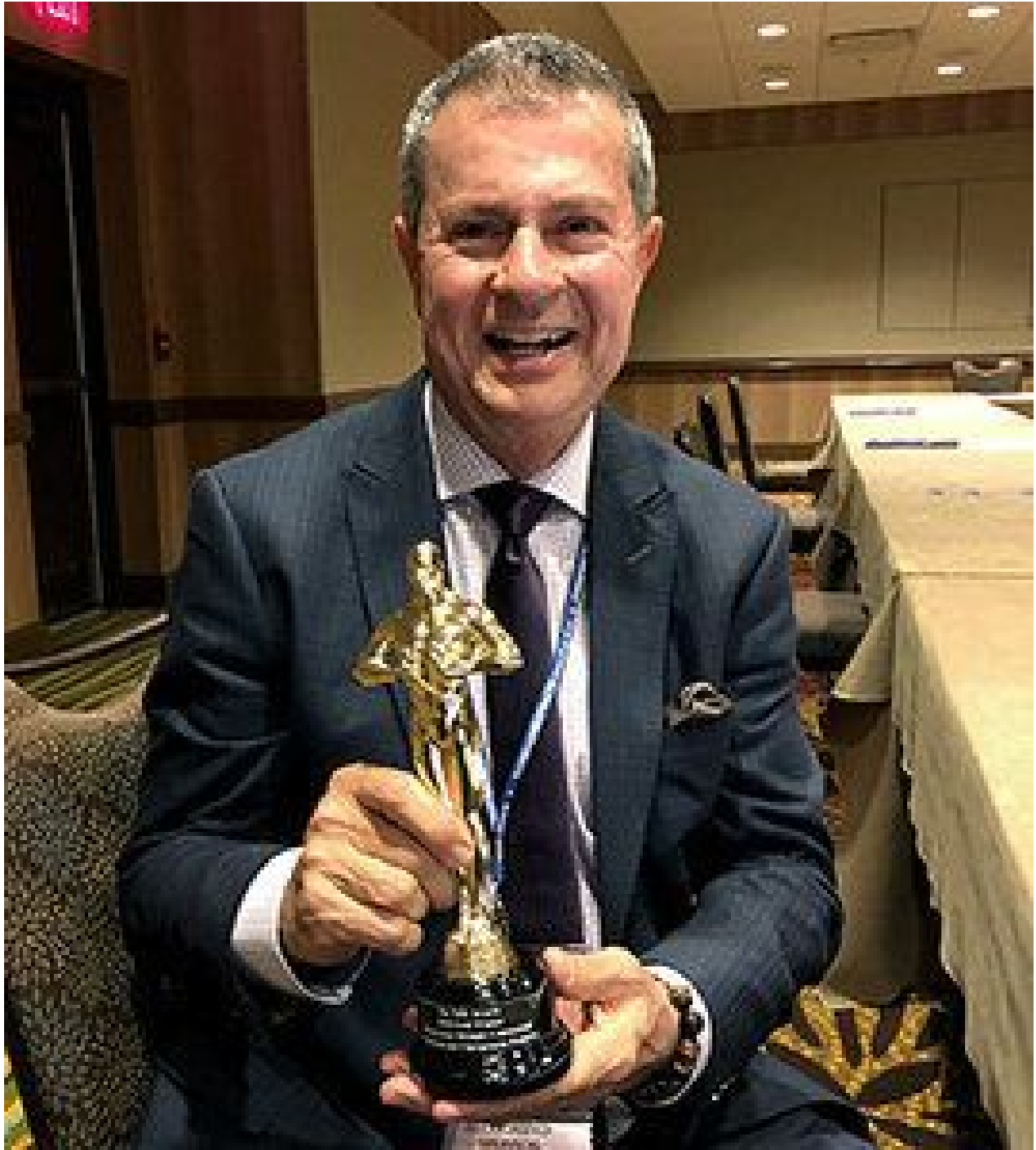
An Olympic-Sized Win for Chiropractic

Editorial Staff

The Telly Awards, founded in 1979 to "honor excellence in video and television across all screens," has selected the Foundation for Chiropractic Progress as the gold winner in its General Not-For-Profit Online Commercial Category.

The F4CP's pro-chiropractic [commercial](#) is set to air multiple times on NBC Networks during the 2021 Summer Olympics, as well as online prior to the event. It earned a top Telly Award from among 12,000-plus entries representing all 50 states and five continents.

Produced by commercial production company Sinema Films and with significant financial support for the television spots from the National Board of Chiropractic Examiners, the commercial "tells the story of Olympic athlete Dr. Erica Witter-Davis, who overcame a serious injury through chiropractic care and went on to become a doctor of chiropractic caring for today's Olympic athletes." Originally set to air five times during the Summer Olympics in Tokyo this year, the commercial is now scheduled to air in 2021 if the international spectacle – postponed due to the coronavirus pandemic – takes place as planned.



"Being honored by The Telly Awards as a Gold Winner in this category is surreal," said Sherry McAllister, DC, foundation president. "Our main objective was to create an inspiring segment that encourages consumers to learn more about chiropractic care, as well as how to become a doctor of chiropractic. Sinema Films understood our vision, helped us breathe life and creativity into the process and now we are beyond excited to share it with the world digitally and to hundreds of millions of individuals during the 2021 Summer Olympics."

The 30-second commercial's original air dates in 2020 were intended to coincide not only with the Tokyo Olympics, but also with the chiropractic profession's 125th birthday. In addition to the NBCE's generous assistance, other chiropractic organizations and companies including Foot Levelers, Standard Process, NCMIC, Performance Health, Scrip Hessco, Activator Methods, ChiroHealth USA, and others pledged support.

