



CHIROPRACTIC

"ChiroThon" a Big Hit

85,000 VIEWERS WORLDWIDE, \$175,000+ IN DONATIONS

Dynamic Chiropractic Staff

The Foundation for Chiropractic Progress' first-ever "ChiroThon," a four-day telethon streamed on Facebook Live, YouTube and numerous chiropractic online platforms (including *Dynamic Chiropractic's* Facebook page, as well as the websites of other chiropractic publications and numerous chiropractic organizations), attracted more than 85,000 global viewers and raised over \$175,000 to support chiropractic awareness and outreach. The event also garnered 50 new F4CP members.

The Florida Chiropractic Association's annual convention and expo, The National, played host to the inaugural ChiroThon, which featured short vignettes throughout the Aug. 25-28 weekend from distinguished guests who shared why chiropractic is so effective – and why giving is so important.

Guest speakers included *Chicken Soup for the Soul* book series author, Mark Victor Hansen; three-time U.S. track and field Olympic champion / eight-time world champion LaShawn Merritt; actor, mental health speaker and former NFL Detroit Lions tight end "Big Joe" Fauria; multi-talented comedian Marvin Lee; and Ret. Staff Sergeant Shilo Harris.



Members of the profession including WFC President John Maltby, DC, Kimberly Besuden, DC, Cleveland University President Carl Cleveland III, DC, Kristi Hudson, VP of Business Relations at ChiroHealthUSA, and Denis DeLuca, president of Biotics Research, also addressed listeners at different points during the weekend.

"We are overwhelmed with the generosity and support we received from the global audience who joined us for this inaugural event of inspiration, education and fun dedicated to chiropractic care, natural health and wellness," said Sherry McAllister, DC, F4CP president, in a foundation press release. "We are also immensely grateful to our guest speakers who shared their time, insight and talents to make this a truly meaningful and memorable experience."

The foundation also thanked corporate sponsors Biotics Research Corporation, ChiroHealthUSA, Foot Levelers, NCMIC and Standard Process for helping make ChiroThon 2022 a reality.

Among all the highlights from ChiroThon (which you can still donate to by visiting www.f4cp.org/chirothon), perhaps the brightest was the reported number of people who said their reason for giving to the cause was simple: *they "love their chiropractor."*

Editor's Note: To read the foundation's full press release, including more details on the guest speakers and what they said about the value of chiropractic, [click here](#).

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