

Centennial Sponsors Donate \$100,000 and Commemorate the 100th Anniversary of X-rays

Editorial Staff

DAVENPORT, Iowa -- The Chiropractic Centennial Foundation (CCF) announced that Eastman Kodak Company and Bennett X-Ray Technologies have each joined the CCF as \$50,000 Platinum Club Crown sponsors. The combined \$100,000 contribution brings the CCF's total donations to nearly \$1.9 million.

"We're thrilled to bring Kodak and Bennett on board," said Rick Flaherty, CCF developmental subcommittee chairman. "We've appreciated their support of our profession through the years. Now their Centennial donations will help spread the word about chiropractic as our national advertising and public relations campaigns get under way."

It's not a secret that chiropractic is celebrating its Centennial in 1995, but 1995 also marks the 100th anniversary of the discovery of x-ray imaging. "At Kodak we've been involved in diagnostic imaging from its inception," said Tom Brown, manager of Kodak's professional diagnostic imaging markets in the health sciences division. "We believe the chiropractic profession requires high-quality images and we're committed to serving that need. We're pleased to celebrate this significant event with them," he added.

Bennett X-Ray Technologies CEO Cal Kleinman noted his company's part in the history of chiropractic and its support for the Centennial. "For 40 years, Bennett has worked in tandem with the chiropractic profession to develop the newest technology, keeping chiropractic on the forefront of diagnostic imaging."

The generous contributions of Bennett X-Ray Technologies and Eastman Kodak bring the total number of CCF Platinum Club sponsors to 10.

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