



PROFESSIONAL PR

## Chiropractic Takes to the Railways! First Stop: Utah

Editorial Staff

Utah is the first state to feature pro-chiropractic messaging on a train as part of the Foundation for Chiropractic Progress' new "Moving Chiropractic Across America" marketing campaign. The wrap (see image below) currently adorns both sides of a passenger train in Salt Lake City, Utah, and is expected to deliver nearly 5 million total impressions during its eight-week placement, according to the foundation. The train wrap promoting chiropractic went live Jan. 21 and will remain on the train through March 17.



The train runs on two of the three Utah Transit Authority's light rail lines (TRAX), which the UTA says "offers convenient connections to community destinations, shopping centers, schools and universities, FrontRunner stations, bus hubs and Park & Ride lots throughout the Salt Lake Valley." The red line runs from South Jordan to the University of Utah and the green line runs from West Valley to Salt Lake International Airport. Overall, the three lines cover 42.5 miles of track and 50 stations, operating seven days a week and at 15-minute intervals during peak times.

The F4CP campaign supports the foundation's group member state associations, which currently stand at 28 and counting. The campaign features not only state-specific train wraps, but also billboard placements and in-flight magazine ads. Each campaign deliverable includes a link to the F4CP "Find-A-Doctor Directory" of 23,000-plus current foundation members to help consumers find a DC in their area.

MARCH 2019