

Dynamic Chiropractic®



ChiroThon Awarded Gold

Editorial Staff

The Foundation for Chiropractic Progress (F4CP) has won gold for its ChiroThon 2022, the three-day, telethon-style live streaming event launched at the Florida Chiropractic Association's The National last August. The F4CP topped the strategic communications, special-event category of the MarCom Awards, administered by the Association of Marketing and Communication Professionals (AMCP).

The MarCom Awards is an international creative competition for marketing and communication professionals, with both print and digital entries. The 2022 competition featured more than 6,000 entries from 45 countries.



"Our team worked really hard on launching the first-ever "ChiroThon," said Sherry McAllister, DC, foundation president. "We were rewarded with a worldwide audience of more than 85,000 viewers participating through various streaming platforms, as well as generous donations, sponsorships and new members joining our nonprofit. Winning a MarCom Gold is the icing on the cake that makes it even more gratifying."

ChiroThon attracted 50 new members to the foundation and raised more than \$175,000 for chiropractic care awareness and outreach - primarily via new video commercials, according to the F4CP. The "I Know Pain" commercial featured during the Summer Olympics earned four awards: gold at the Telly Awards, gold at the Viddy Awards, honorable mention at Ragan's PR Daily Awards, and bronze at the Digital Health Awards.

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