

Foot Levelers Contributes Over \$250,000 to Chiropractic in 2002

Editorial Staff

Since 1998, orthotics giant Foot Levelers, Inc., has donated more than three-quarters of a million dollars to chiropractic institutions, thanks in large part to over \$250,000 in donations to chiropractic colleges in 2002 alone. The contributions have been in the form of direct donations and proceeds from the company's license-renewal and practice-building seminars to co-sponsoring colleges.

"Education is the backbone of our profession, and the students [are] the future," said Foot Levelers President and CEO Kent S. Greenawalt. "It is fundamentally important for all of us to support chiropractic academia so that the chiropractors of tomorrow can continue to perpetuate the chiropractic cause."

Foot Levelers celebrated its 50th anniversary in 2002 as the largest chiropractic orthotics corporation in the world. Headquartered in Roanoke, Va., the company also provides scholarships and grants to chiropractic colleges; conducts educational seminars; and supports research and rehabilitation centers.

Parker College President Fabrizio Mancini, DC, summed up Foot Levelers' efforts: "It is refreshing to have a business in our profession that has shared their success to advance chiropractic education and research."

NYCC Provides HOPE for the Hungry

On Valentine's Day 2003, doctors of chiropractic throughout New York will offer free adjustments to the public in exchange for donations of nonperishable food items. Project HOPE (Help Other People Eat), organized by the New York Chiropractic Council, is a statewide program created to generate donations for food banks when they may need it most - right after the holidays.

New York Yankees first baseman Jason Giambi will serve as spokesperson at this year's event; celebrity speakers spark public recognition and help secure maximum donations. Project HOPE raises awareness for chiropractic and local DCs, while simultaneously providing assistance to those in need. In the past, Project HOPE has raised over 80,000 pounds of food in one day - the largest single-day collection for the metropolitan area's "City Harvest."

The event is open to all licensed DCs in the state who belong to any New York state organization. For more information, contact the NYCC at (718) 386-3988.

Maine Chiropractic Acupuncture Program Established

The American Academy of Chiropractic Acupuncture (AACA) recently announced its formation in Holden, Maine. It offers a 300-hour didactic/clinical and 300-hour diplomate program in chiropractic acupuncture. The academy is affiliated with Parker College of Chiropractic.

According to the academy's founders, Drs. Zev J. Myerowitz and Ken Murkowski, the institute was formed in response to acupuncturist attempts to eliminate acupuncture from chiropractic scope of practice in Maine. The mission statement for the institution states, "The AACA was formed to perpetuate and protect the Chiropractic profession, and Chiropractic Acupuncture, along with states' rights, as a separate and distinct branch of the healing arts. The AACA will promote Chiropractic Acupuncture with all of its natural resources."

For more information, contact the Academy at (207) 989-0000.

Oklahaven Offers Annual "Have-A-Heart" Fundraiser

For the fifth consecutive year, Oklahaven Children's Chiropractic Center in Oklahoma City, Oklahoma, will hold its "Have-A-Heart" fundraiser during Valentine's week, Feb. 10-15. Participating chiropractors can show Oklahaven's 40th anniversary video in their waiting rooms, then ask patients and colleagues to sponsor the center's children by providing a donation. Donors may write their name on a paper heart for recognition on the practice walls.

"Golden Heart" awards will go to the chiropractic college and the private practice that earn the most funds for this year's campaign; other awards will be given to the "most innovative campaign promotion" and the practice with the most donors (not dollars). In previous years, DCs have generated additional support for the campaign by offering free screenings or adjustments in return for donations. This will be the first year donors can use credit cards (MasterCard or Visa only) to make donations.

Dr. Bobby Doscher, president of Oklahaven, emphasized the significance of the event: "This is the week that we ask chiropractors, their clients and people around the world to open their hearts to help the sick and damaged children who come to the Center."

Last year's Have-A-Heart raised one-quarter of Oklahaven's total operational income. To participate, go to www.chiropractic4kids.com and click on the "Have-A-Heart" link.

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