



NFL Great Jerry Rice Shares Personal Successes with Chiropractic Care on the Football Field and the Dance Floor

CARMICHAEL, Calif. – January 12, 2009 -- The Foundation for Chiropractic Progress, a not for profit organization dedicated to increasing public awareness of chiropractic, announced today that future NFL Hall of Famer, Jerry Rice has agreed to serve as its spokesperson.

Rice, a 13-time Pro Bowl football player who owns 38 career records and three Super Bowl rings, will share his positive experiences with chiropractic care.

Chiropractic care has been instrumental in my life, both on and off the field, and I am excited to share this with the American public," Rice says. "I have been blessed with a long and healthy career as a professional athlete, and as I move forward into the next stage of my life, chiropractic care will continue to be an important part of my game plan."

Throughout 2008-2009, Rice will relate how chiropractic helped him to become the most durable and feared wide receiver in the history of football. He will also articulate the value of chiropractic care during his retirement and ways in which it impacted his ability to become a finalist in a physically demanding and widely popular television show "Dancing with the Stars."

Jerry's testimonials appeared in a full-page advertisement in the December 15th issue of ESPN Magazine and currently can be seen in the January/February issue of Women's Health, January 14th issue of Sports Illustrated, and the February issue of Men's Fitness.

A graduate of Mississippi Valley State College, Rice was initially drafted by the San Francisco 49ers in 1985 where he played until 2001. He then went to the Oakland Raiders and finally joined the Seattle Seahawks. At his retirement, Rice held career records for receptions (1547), receiving yards (22,895), touchdowns (208) and receiving touchdowns (197) during the regular season; and season records for receiving yards (1,848) and receiving touchdowns (22). Rice was Rookie-of-the-Year for the 1985 season, most valuable player for 1987, Super Bowl most valuable player in 1989, and NFL Player of the Year for 1990 and 1997. He helped the 49ers win three Super Bowls (1989-90, 1995).

"Jerry Rice understands what it takes to maintain a healthy body," says Kent S. Greenawalt, president of the Foundation. "His personal message of how chiropractic played an important role in his ability to maintain a long and successful career in football will be well received by the consumer public, and remains an important part of his game plan for a healthy life."

The Foundation has run the longest, continuous public relations campaign in the history of the profession. Every dollar received from donors will go directly to the advertising/public relations campaign. The number of positive messages generated reached a staggering estimate of 400 million and growing.