Sample News Release

Today's Date

Contact: (Your Name & Telephone Number)

For Immediate Release:

Local Reflexologists Celebrate World Reflexology Week By Working On The Soles Of The Community.

Members of the International Council of Reflexologists (ICR) are bringing the community together through healthy soles. Local reflexologists, lead by (leader's name) are donating (list percentage) of their proceeds during World Reflexology Week (September 19-25, 2010) to the local shelter, nursing home, etc.…).

In addition, participating reflexologists are also collecting clothing and non-perishable food items at their place of business to donate to (local shelter). Donations will be accepted through (date). Collection locations will be at: (List donation locations).

The ICR is working together with its members and other reflexology organizations to coordinate similar events world wide to celebrate World Reflexology Week and bring awareness for a healthier world. World Reflexology Week is the week of September 19-25, 2010.

For those who are unfamiliar with reflexology, it is defined as a scientific art based on the premise that there are reflex areas in the feet and hands which correspond to all the body parts. The physical act of applying specific pressure using thumb, finger and hand techniques result in stress reduction which causes a physiological change in the body.

For more information, contact (leader name, phone number)

ICR can be contacted at:

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