

# Getting Started



The International Council of Reflexologists Presents

## World Reflexology Week 2020 Promotional Package

To help promote World Reflexology Week, please read through and use the following items within this package developed for you by ICR.

### Documents

|                               |   |
|-------------------------------|---|
| <b>World Reflexology Week</b> | Explanation of World Reflexology Week (WRW), why you should get involved and 3 steps to promoting yourself locally. |
| <b>Suggested Activities</b>   | List of activities and events you can use to promote WRW.   |
| <b>Sample News Release</b>    | Sample of how to write a news release.  |
| <b>News Release</b>           | Blank news release letterhead to print your news release on.  |
| <b>Sample Event Worksheet</b> | Sample of how to use your Event Worksheet.  |
| <b>Event Worksheet</b>        | Worksheet to guide in planning your event.  |
| <b>WRW Logo Usage</b>         | ICR's World Reflexology Week logo & usage guidelines.   |
| <b>Coupon</b>                 | Event and Discount coupons to print out and use.  |

### Additional Promotional Items

|                     |  |
|---------------------|--|
| <b>Small Poster</b> | Post this in your community to promote your event.             |
| <b>Brochure</b>     | An overview of the documents for quick & easy reference.       |
| <b>Large Poster</b> | Post this in your community to promote your event or discount. |

Thank you for your participation in World Reflexology Week 2020.  
Together we can bring reflexology into the local and global communities...

For a healthier world