

Getting Started



The International Council of Reflexologists Presents

World Reflexology Week Promotional Package

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

Documents

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

Additional Promotional Items

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

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