

# Sample News Release



## Today's Date

Contact: (Your Name & Telephone Number)

## For Immediate Release:

### **Local Reflexologists Celebrate World Reflexology Week By Working in The Community.**

Members of the International Council of Reflexologists (ICR) are bringing the community together in this international event. Local reflexologists, lead by (leader's name) are donating (list percentage) of their proceeds during World Reflexology Week (eg. September 19 - 25, 2022) 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 worldwide to celebrate World Reflexology Week and bring awareness for a healthier world. World Reflexology Week is the week of last full week of September each year.

For those who are unfamiliar with reflexology, it is defined as a scientific art , and is based on the premise that there are reflex areas in the feet, hands, ears and face, which correspond to all the areas of the body. The application of specific pressure using thumb, finger and hand techniques supports stress reduction which promotes a physiological change in the body of the recipient.

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

ICR can be contacted at:

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