

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 for you by ICR.

Documents

World Reflexology Week	Explanation of World Reflexology Week (WRW), why you should get involved and 3 steps to promoting yourself locally.
Sample News Release	Sample of how to write a news release.
News Release	Blank news release letterhead to print your news release on.
WRW Logo Usage	ICR's World Reflexology Week logo & usage guidelines.
Coupon	Event and Discount coupons to print out 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...

For a healthier world