

# Getting Started

The International Council of Reflexologists Presents



## World Reflexology Week 2011 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 2011.  
Together we can bring reflexology into the local and global communities...

for a healthier world.