

World Reflexology Week



awareness

begins at the local level

Together we can promote greater public awareness of reflexology around the globe. The International Council of Reflexologists has developed this promotional package for its members and reflexology organizations world wide to celebrate World Reflexology Week, the **last week of September** each year.

To spread public awareness will require an active participation from ICR members. The benefit of this awareness is beneficial for everyone.

It will generate more health conscious minds, a greater understanding for wholistic and complementary health care, and more successful businesses for today's professional reflexologists.

Why get involved?

global

We hope you will plan at least one activity and schedule it sometime during the last week of September so you can be part of this global awareness. Help spread the good news about the benefits of reflexology!

Exposure! A successful business is based upon filling a need and marketing that service. Participation in community events is an excellent way to:

- Gain exposure for your services
- Make important contacts in the community
- Educate the public on the benefits of reflexology

Gratification! Feel satisfied knowing you have joined together with reflexologists worldwide to spread the benefits of reflexology... for a healthier world.

3 Steps to promotion on a local level

Coordinate a local group to do a public benefit fair or some other kind of event (see Suggested Activities Page). Establish certain areas of responsibility that can be delegated to others, but establish a key person to oversee the projects.

Contact local media and inform them about World Reflexology Week and what local activities are planned. This can be done through news releases (see enclosed sample), try to schedule an interview with the media — television or radio, submit an article to the newspaper or local magazine, volunteer your time to a special public event planned that same week.

Establish a reflexology network and have several reflexologists do a joint ad in the newspaper offering a discount for the week.