

Press Release Sample

Date

For immediate Release

RE: Local massage therapist receives State Certification

Muncie massage therapist, _____, recently received her Indiana Certification as a Massage Therapist. _____ has been a therapist for 10 years and is trained in a variety of modalities (or list your specialty)

She/he works at _____ and may be reached at _____.

After July 1, 2009 anyone working as a massage therapist in Indiana must be State Certified.

Notes–

Perhaps you can send this to the Business Editor of your newspaper/other media outlets for business happenings and events?

Host an open house or advertise a special as well

Be polite, but do follow up once you have sent in your information. Confirm that they received it. Ask if they need any additional information. Thank them once it is published.

Consider sending the same sort of announcement out regarding this weekend's education.