

## **Certification Press Release**

Congratulations on your recent certification by the American Council for Accredited Certification. This prestigious designation is a strong indication of your level of dedication and professionalism to your industry peers, clients, and future clients.

Distributing a press release is an effective way of making industry peers and future clients aware of your accomplishment. You can easily spread the word by any or all of the following methods:

1. Posting a press release to your website
2. Sending an email notification to your company database
3. Mailing a press release to your company database
4. Posting a press release to various press wires
5. Sending a press release directly to publications and industry journals

Items 1-3 above are fairly self explanatory. To post a release to a press wire you simply need to register with the press wire and upload your release. There are a number of press wires whose services are free or very inexpensive, and who will walk you through the simple process of registering and posting your release. Three such wire services are listed below.

- [www.prfree.com](http://www.prfree.com)
- [www.prwebdirect.com](http://www.prwebdirect.com)
- [www.webwire.com](http://www.webwire.com)

You may also send a press release directly via email to specific publications and journals. Most of these can be found via internet searches. The press release should be sent to either the press release/new news receiving email address of the publication, the editor's email or various specific people at the publication based on its size and scope.

On the following page we have provided a sample press release, which you may use as a template in composing your own version.. Some suggestions for writing effective releases:

- Write to a specific target audience.
- Lead with your name, the Council's name and the name of your designation.
- Keep your release short (no more than one page): longer releases are less often picked up by newspapers and magazines, and are less often read by consumers.

Once again, please accept our congratulations on this significant achievement.

## ***Your Name from Your Company Obtains Prestigious Professional Designation***

City, State, Date, Year

**Your Name** has been awarded the Council-certified **Designation Name (Acronym)** by the American Council for Accredited Certification (ACAC). This prominent designation recognizes **Your Name's** knowledge and field experience in the **(Your Industry)** industry.

The ACAC offers independent, accredited certifications to experienced professionals. Council certificate holders have demonstrated their knowledge and experience in such fields as building sciences, industrial hygiene, indoor environmental risk assessment and microbial investigation, remediation and consulting. Council certification programs are the most rigorous in their fields and maintain the highest professional standards.

**Insert a paragraph discussing your training and related professional accomplishments and affiliations.**

Consumers can now easily locate Council-certified professionals across the country and in their area. The ACAC website ([www.acac.org](http://www.acac.org)) now features a Certification Locator, which allows the user to search for Council-certified professionals by zip code, region, or Council certification.

*Insert two to four sentences that describe who your company is and what they do.*

The American Council for Accredited Certification is a non-profit professional association dedicated to independent, third part accredited certifications. Our mission: To establish credible certifications that provide lasting value to professionals, their clients and the public. Our goal: To serve the public interest with integrity as an independent certifying body.

To learn more about Your Company or the ACAC, please visit:

[www.yourcompany.com](http://www.yourcompany.com) or [www.acac.org](http://www.acac.org).