

Certification Press Release

Congratulations on your certification by the American Indoor Air Quality Council. This prestigious designation is a strong indication of your level of professionalism and dedication 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.pfree.com
- www.prwebdirect.com
- 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 (i.e., Council-certified Indoor Environmentalist (CIE)).
- 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 Indoor Air Quality Council. This prominent designation recognizes **Your Name's** knowledge and field experience in the indoor air quality industry.

The IAQ Council offers nine board-awarded certifications to experienced indoor air quality 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 the field of indoor air quality and maintain the highest professional standards.

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

Consumers can now easily locate certified IAQ professionals across the country and in their area. The IAQ Council's website (www.iaqcouncil.org) now features a Certification Locator Map, which allows the user to search for IAQ professionals by zip code, region or Council certification.

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

The American Indoor Air Quality Council is an independent non-profit professional association that serves as a certifying body for the multi-disciplinary field of Indoor Air Quality. With our unification partners, the Indoor Environmental Standards Organization (IESO) and the Indoor Air Quality Association (IAQA), we represent the largest professional group in the world dedicated to indoor air quality.

To learn more about **Your Company** or the AmlAQ Council, please visit: ***www.your company website*** or www.iaqcouncil.org.