

# SAMPLE PRESS RELEASE

## FOR IMMEDIATE RELEASE

**DATE:**        *MM/DD/YY*

**CONTACT:** *Your Name*  
*(303) XXX-XXXX*

*Your City*—The College for Financial Planning<sup>®</sup>, located in Denver, is pleased to announce that *Your Name*, of *Your City*, *Your State*, has successfully completed the ACCREDITED PORTFOLIO MANAGEMENT ADVISOR<sup>SM</sup> or APMA<sup>SM</sup> Professional Designation Program. Individuals who complete the educational materials, pass a final exam, agree to abide by the Standards of Professional Conduct, and comply with self-disclosure requirements earn the right to use the APMA<sup>SM</sup> mark.

*“EXAMPLE”*

*Your Name is an employee of XYZ Corporation. Additionally, he/she is licensed by the National Association of Securities Dealers (NASD). Your Name is also a member of the Financial Planning Association (FPA).*

The ACCREDITED PORTFOLIO MANAGEMENT ADVISOR<sup>SM</sup> or APMA<sup>SM</sup> Professional Designation Program focuses on portfolio construction and management. Students gain hands-on practice in analyzing investment policy statements, building portfolios, and making asset allocation decisions, to include determining sell, hold, and buy decisions within a client’s portfolio.

###