

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE: *MM/DD/YY*

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

Your City—The College for Financial Planning[®], located in Denver, is pleased to announce that *Your Name*, of *Your City*, *Your State*, has successfully completed the CHARTERED MUTUAL FUND COUNSELORSM or CMFC[®] Professional Designation Program. Individuals who complete the program, pass a final exam, and sign a code of ethics and disclosure form can earn the right to use the CMFC[®] mark—the only industry-backed credential offered to investment professionals who qualify as mutual fund authorities.

“EXAMPLE”

Your Name is the vice president of XYZ Corporation. Additionally, she/he is licensed by the National Association of Securities Dealers (NASD) and serves on the Board of Directors for the ABC Foundation. Your Name is also a member of the Financial Planning Association (FPA).

Developed to increase the knowledge of mutual funds for investment professionals, the CHARTERED MUTUAL FUND COUNSELORSM Professional Designation Program provides concise coverage of all aspects of mutual funds and how they fit into a client's financial goals. The program, which is jointly sponsored by the College and the Investment Company Institute (ICI), covers several topics. These topics include an overview of mutual funds; open-end and closed-end funds; other professionally managed assets; risk and return; asset allocation; selecting a mutual fund for a client; retirement planning; and ethics, integrity, and professional conduct.

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