

# 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 CHARTERED RETIREMENT PLANNING COUNSELOR<sup>SM</sup> or CRPC<sup>®</sup> 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 CRPC<sup>®</sup> mark.

*“EXAMPLE”*

*Your Name is the vice president of XYZ Corporation. Additionally, he/she 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).*

Graduates of the CRPC<sup>®</sup> Program must complete a specialized independent study course that provides a general foundation for giving retirement planning advice to clients. The course covers key issues that occur throughout all phases of retirement planning. The designation is awarded to students after they successfully complete the course, pass a proctored final examination, and sign a code of ethics commitment and declaration form.

The CRPC<sup>®</sup> Program prepares individuals for the changing demands of the retirement planning profession. The CRPC<sup>®</sup> curriculum emphasizes the importance of understanding each client's individual financial situation, and then analyzing his or her related needs and identifying investment opportunities that will best meet those needs.

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