**INSTRUCTIONS SHEET**

The press release / announcement template starts on the second page of this document.

You will need to delete this instructions sheet before you submit your press release / announcement.

Here are the **steps for how to fill out the press release / announcement template**:

1. **NOTE:** Text that needs to be customized appears in red, highlighted font.
2. Fill in the customized text with your specific information. READ CAREFULLY. In some places you will need to insert the correct pronoun (e.g., he, she), for example.
3. Change the red, highlighted text to plain black text. This template uses Times New Roman font. You will want to use one consistent font if you plan to submit your announcement as a Word document attachment. This will depend on the requirements of the publication to which you submit.
4. Delete the comments that have been inserted to guide you through the template. To delete the comments, right click on the comment and select “Delete Comment,” or use the Toolbar at the top, usually under Edit.
5. Check the submission requirements for the publication to which you are submitting.
6. ***If*** the publication requires you to use a standard form, you will likely have the opportunity to attach an image with your information ([see example here](http://www.emailmeform.com/builder/form/o9jx7OBP9aKnXm1H7aA2g6a)). Choose a high-quality, high-resolution image (either a picture showing you “in action” or a professional looking head shot).
7. ***If*** the publication requires you to email your news (e.g., to a specific editor or a generic email address like [announcement@localnews.com](mailto:announcement@localnews.com)), copy and paste your customized press release / announcement into the body of the email, and attach an image to the email. Choose a high-quality, high-resolution image (either a picture showing you “in action” or a professional looking head shot).
8. Let us know when and where your news is published via the link <https://contact.achs.edu/share-your-success>. We will gladly share your achievement with the ACHS community!

If you need any help, we are here! Please email [alumni@achs.edu](mailto:alumni@achs.edu) with any questions.

FOR IMMEDIATE RELEASE: [DATE]

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JANE DOE GRADUATES FROM HOLISTIC HEALTH PROGRAM WITH COMMUNITY GOALS

Portland, Ore.: American College of Healthcare Sciences (ACHS) is pleased to announce that Jane Doe of Portland, Ore. recently graduated from ACHS with her Master of Science in Aromatherapy degree. Doe plans to sit for the Aromatherapy Registration Council Registered Aromatherapist™ exam and will partner with the hospitals in her community to plan and host aromatherapy trainings for nurses.

“[Insert quote about what your education and holistic health means to you. Include any personal connections to the community or any anecdotes readers will find interesting. Lastly, include anything else you want readers to know about your long-term goals. This should be 2-3 sentences,]”says Doe.

“Graduation is a mark of dedication to the field of holistic health and to the future health and wellness of our global community,” says Dorene Petersen, ACHS president and founder. “We believe in celebrating the accomplishments of our students and are incredibly proud of our [insert year] graduates!”

Americans’ interest in, and use of complementary alternative medicine (CAM) and holistic health strategies is on the rise. A [collaborative analysis between the National Center for Complementary and Integrative Health (NCCIH) and the Centers for Disease Control and Prevention](https://nccih.nih.gov/news/press/cost-spending-06222016) released in 2016 reported Americans spent $30.2 billion ($28.3 billion for adults and $1.9 billion for children) on out-of-pocket CAM health approaches including chiropractors, acupuncturists, massage therapists, natural product supplements and self-care approaches like books and CDs.

Doe is owner of the natural products business, Good Scents ([www.goodscents.com](http://www.goodscents.com)). For more information or to speak with Doe, email [goodscents@gmail.com](mailto:goodscents@gmail.com).

**About ACHS**: Founded in 1978, ACHS.edu is a Portland, Ore.-based, accredited college offering online, on-campus, and study abroad integrative health education. With undergraduate and graduate degrees, diplomas, certificates, and continuing education units in integrative health, ACHS makes holistic health and wellness education accessible to a diverse community, including healthcare professionals, military students, stay-at-home parents, and lifelong learners. Specializations include aromatherapy, herbal medicine, holistic nutrition, and wellness. ACHS is a Certified B Corporation® and was named two of 100 Best Green Workplaces in Oregon 2017 by Oregon Business magazine. ACHS is also accredited by the Distance Education Accrediting Commission (DEAC), which is recognized by the U.S. Department of Education and by the Council for Higher Education Accreditation (CHEA). Visit [achs.edu](http://www.achs.edu/).

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