



## PRESS RELEASE

You may wish to have a press release issued recognizing your professional accomplishment as a Certified Employee Benefit Specialist. The following sample release is provided to assist you in this endeavor. Feel free to modify the release in any way you feel appropriate.

Sources for press releases may include local daily or weekly newspapers or newspapers in cities of former residences, association publications, alumni publications or in-house publications.

### Sample Press Release

Charles Smith, Director, Smith Consulting Ltd., Anytown, Province, has been designated a Certified Employee Benefit Specialist (CEBS) by the International Foundation of Employee Benefit Plans and Dalhousie University and is a member of the *(year)* class of graduates.

Smith qualified for the designation by passing a series of examinations covering the required subjects relating to the employee benefits field and by meeting and attesting to high standards of business and professional conduct.

Smith is also a member of the Canadian Pension Conference and serves on the Board of Directors of the Human Resources Professionals Association of Ontario.