

PUBLIC RELATIONS IN 2008.

2008 was a busy year for educating and informing the public about reflexology and the AoR; we appeared in 21 different publications over the span of the year, reaching out to well over 3,646,500 people through these publications alone!

March kick-started the year in excellent style, with a Mum who volunteered to talk about her experiences as a client of an AoR member appearing in *Baby and You* magazine, whilst the Daily Telegraph received comments from the AoR for its article promoting the BBC2 programme *Alternative Therapies*. This meant that in our first PR contacts of the year, an audience of 923,000 was reached!

April and May were the months where we opened the public's eyes to what Reflexology is and what training to be a Reflexologist might be like, providing information to *Zest* magazine, *My Weekly* magazine and 900 different voluntary groups across the country for Volunteering England.

Summer 2008 brought the news about the AoR to a massive audience of 1,357,500 people, when the AoR's comments were used for articles in *Zest* magazine, the *Guardian* and *Observer Guide*, *My Weekly* magazine and the *Mail on Sunday*, whilst an advertisement ran in *Beauty Angels*.

Unfortunately, September brought with it a story of a Reflexologist jailed for abusing the trust of their clients in the *Northern Echo*...but never fear, we are always here for you, as the AoR took this opportunity to educate the public by giving advice and guidance as to how the public can access reputable, qualified and insured Reflexologists. How? You guessed it – through the AoR!

However, the autumn did bring with it some highlights too: Facial Reflexology featured in *Sainsbury's* magazine, as well as *Woman's Weekly's* Wellbeing page featuring an article with input from the AoR on Boosting the immune system. Our Autumn press experiences were finished off nicely in October when, with help from the AoR and one of our members, the *Western Daily Press* published a full-page article detailing how reflexology from one of our members had helped with one of their clients' fertility problems! It was so wonderful to see the proud parents and their tiny son in the photograph: we hope that all of our members might take the same encouragement from it that we did!

In keeping with this theme, the articles about reflexology and sub-fertility kept coming through November, as both *Positive Health* magazine and the *Liverpool Echo* published articles on this theme – again provided with comments from the AoR to help with the articles.

Rounding off the year were more articles in several well known magazines informing the public about Reflexology in general. *Optima*, *CAM Lifestyle*, *Spa Secrets* and *natural Health* magazines gladly received the AoR's input to help them with these stories!

What a busy year! And with our 25th Anniversary this year in 2009, we continue to work hard to promote our members' dedication, expertise and joy in the profession to encourage, educate and inform both members and the public for the years to come!