

ICCF^A MAGAZINE

SUBMITTING PRESS RELEASES

Have you held a groundbreaking or grand opening for a new facility? Hired or promoted someone? Is your company offering a new or updated product to cemeteries and/or funeral homes? Have you recently held an unusual service or a successful seminar at your location? Share your news with colleagues all over the world—send it in to *ICCF^A Magazine*! It's a simple way to receive some well deserved publicity for you, your organization and your staff and to share ideas with peers.

SUBMISSION SPECIFICS

Please use the following guidelines for submitting your press release:

- Releases should be e-mailed, either as an attached Word document (file name must end in .doc) or as text within the body of the e-mail. **Submit to: tatia@iccfa.com**

When e-mailing, the best subject line is "(Name of company) Press Release." Also, please make sure all releases include full contact information, including your full name and title and the company's name and address. If you're a supplier, include your website URL and the telephone number and/or email address potential customers should use. If you are a PR person writing for a client, please include full contact information for the client as well as for yourself.

- Photos are encouraged. Please refer to "Taking and submitting photos" for details—before taking the photos.
- Releases of any length will be considered but will be edited as required for style and space considerations.
- Remember, deadlines for submission are well in advance of publication. Call or e-mail the editorial director for deadline information for a particular issue, if when the release is published is important to you or your client. (This is generally not the case for news from cemeteries, funeral homes and crematories, but some suppliers time their releases.) While *ICCF^A Magazine* may schedule a release for a designated issue, we may pull it at any time or bump it to a later issue due to space restrictions or other reasons.

ICCF^A Magazine is the official membership publication of the International Cemetery, Cremation and Funeral Association. Its international readership includes individuals from every area of the memorialization and remembrance field. Our readers are committed to the advancement of the cemetery, cremation and funeral profession, and most play active roles in operating and managing cemeteries, funeral homes, crematories and memorial design companies.



Thank you for your interest in contributing to *ICCF^A Magazine*, the official publication of the ICCFA.

Questions? Contact Editorial Director Tatia Gordon-Troy at tatia@iccfa.com