HOW TO OBTAIN A MAYORAL OR GUBERNATORIAL PROCLAMATION

- Send an email requesting a proclamation. Contact the mayor’s or governor’s press secretary who can advise you on how best to proceed and can pave the way for your request.

- Follow up within a week with a call or email to the mayor’s or governor’s office.

- If a proclamation is granted, arrange with the press secretary or assistant to photograph the presentation of the proclamation. Invite your local newspaper.

- Invite the mayor or governor to your event for a personal massage, even if a proclamation is refused. If the invitation is accepted, ask the press secretary or assistant to arrange a photo of the occasion for the newspapers.

- Present the mayor or governor with information on therapeutic massage.

- Write a letter thanking the mayor or governor for supporting AMTA’s campaign to increase awareness of therapeutic massage. Send a copy to the editors or editorial page editors of local newspapers and send a copy to AMTA.

Use the following sample to help draft a proclamation for your mayor or governor.
SAMPLE

STATE OF [YOUR STATE]
EXECUTIVE DEPARTMENT
PROCLAMATION

NATIONAL MASSAGE THERAPY AWARENESS WEEK

WHEREAS, Massage therapy is beneficial to overall health and is increasingly part of integrated health care;

WHEREAS, Consumers are spending $8 to $12 billion annually on massage therapy;

WHEREAS, Therapeutic massage can benefit people of all ages;

WHEREAS, A growing body of clinical research shows massage therapy is beneficial for a wide variety of health issues, including stress, high blood pressure, fibromyalgia, arthritis, back pain, muscles injury and soreness, headaches and just maintaining good health; and

WHEREAS, The American Massage Therapy Association (AMTA), a professional association for massage therapists, provides consumer and professional education information on massage and helps consumers and health professionals locate qualified massage therapists in their area;

NOW, THEREFORE, I, (Your Governor), Governor of the State of (Your State) do hereby proclaim the week of October (insert dates). NATIONAL MASSAGE THERAPY AWARENESS WEEK in (Your State).

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of (Your State) at the State House in (Your State) on this (date) day of (month), (year).

GOVERNOR of (State)