

# April is CranioSacral Therapy Awareness Month!

## Promote CranioSacral Therapy in your Community

- Display informational materials in a prominent location in your office.
- Share the flyer **Opioid Drugs or Manual Therapy** for pain relief to help educate the general public about their options.
- Hold an open house. Provide free CST demonstrations.
  - Demonstrate and sell Still-Point Inducers.
  - Hold a drawing for a free CST session or a free ShareCare class
  - Distribute **Discover CST brochures** and books such as **Your Inner Physician and You** or **An Answer to Your Pain**.
- Send press releases and/or media alerts to local newspapers, trade publications and radio and/or television stations. (**Click here for a sample press release you can personalize with your information.**)
- Place an article in local newspapers, and local or regional publications about CST.
- Post articles and place ads on social media.
- Offer session and/or product discounts for the month of April to your clientele and/or targeted populations such as newborns, the elderly or those from specific dysfunctions; autism, cancer, post concussion syndrome, post traumatic stress, etc.
- If you are a qualified Upledger CranioSacral Therapy presenter, give virtual or in-person presentations to health-related support groups, or social / professional business organizations.



The Healing Power of a Gentle Touch™

We hope that these suggestions will help you to raise awareness in your own communities.

If you have additional ideas for promotion of CST Awareness Month, please let us know and we will share your ideas with others.

We would also love to hear about any successful events that you hold. Send your event highlights and any photos to [info@upledger.com](mailto:info@upledger.com)