



**Certified in Financial Forensics**

**SAMPLE PRESS RELEASE FOR NEW CFF CREDENTIAL HOLDERS**

**(YOUR FIRM'S LETTERHEAD)**

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Media Contact's Name

Your Firm Name

Media Contact's Telephone Number

Media Contact's Email Address

**LOCAL CPA EARNS EXCLUSIVE CERTIFIED IN FINANCIAL FORENSICS CREDENTIAL AS FINANCIAL FORENSICS EXPERT**

**(CITY, STATE, DATE) – (NAME OF CPA)**, a CPA financial forensics expert with **(NAME of FIRM)** located in **(CITY)**, has recently been awarded the Certified in Financial Forensics (CFF) Credential by the American Institute of Certified Public Accountants (AICPA). The CFF Credential, established in 2008 by the AICPA, is granted to qualified CPAs with considerable professional experience in financial forensics.

**(NAME OF CPA)** met the requirements to earn the CFF credential, which include demonstrating significant business experience in the area of financial forensics as well as completing a minimum of 75 hours of life-long learning and education activities in the area of financial forensics. The CFF Credential is granted exclusively to CPAs who are members in good standing of the AICPA which binds them to the AICPA Code of Professional Conduct.

CPAs who have earned the CFF Credential must be recertified every three years to maintain their credential.

**Congratulations on achieving the CFF Credential! Now that you've earned the CFF, publicize your achievement by asking your local media to publish a press release. Use the sample CFF press release template stated below to create your own press release. Follow these four steps when pitching your release.**

- 1. Identify the local business reporters in your market.**
- 2. Contact reporters by telephone, email or fax to send them the press release.**
- 3. Follow up to see if and when the story is published and get copies of it.**
- 4. Add the announcement to your firm's Web site.**

***About the AICPA***

The American Institute of Certified Public Accountants ([www.aicpa.org](http://www.aicpa.org)) is the national, professional association of CPAs, with over 350,000 members, including CPAs in business and industry, public practice, government, and education. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies; federal, state and local governments; and non-profit organizations. It also develops and grades the Uniform CPA Examination. Headquartered in New York, the AICPA also maintains offices in Washington, D.C.; Durham, N.C.; and Lewisville, TX.

***About (YOUR FIRM NAME)***

(Add a paragraph description about your firm, including your Web site address, a high level description of the services you offer, how many offices you have etc.)