



Sample News Release—CIMA®

Note: This is a sample news release to announce that you earned the CIMA® certification. Customize this news release by replacing the <bracketed> areas with your personal information.

(Place on Corporate/Personal Letterhead)

<Name> Earns Prestigious Certified Investment Management Analyst® Certification

FOR RELEASE:

<Month Day, Year>

CONTACT:

<Name>

<Title/Organization>

<Phone>

<E-mail>

(First Paragraph ... if employed by a company)—<City, State>—<Month Day, Year>—<Name>, CIMA®, <your position> at <your company's name> in <City, State>, recently obtained the Certified Investment Management Analyst® certification. Fewer than two percent of financial services professionals hold CIMA certification,¹ which is delivered by Investments & Wealth Institute™ (Institute) and is the only credential designed specifically for financial advisors and investment consultants. <Mr./Ms.> <Last name> has worked at <your company's name> since <year you started> and is responsible for <briefly describe your work responsibilities>.

(First Paragraph ... if self-employed)—<City, State>—<Month Day, Year>—<Name>, CIMA®, <your position> at <your company's name> in <City, State>, recently obtained the Certified Investment Management Analyst® certification. Fewer than two percent of financial services professionals hold CIMA certification,¹ which is delivered by Investments & Wealth Institute™ (Institute) and is the only credential designed specifically for financial advisors and investment consultants. <Mr./Ms.> <Last name> specializes in <briefly describe your work responsibilities and expertise>.

The CIMA certification identifies individuals who have met extensive experience and ethical requirements and successfully completed advanced investment management consulting coursework provided through one of three top-20 business schools in the United States: The University of Chicago Booth School of Business, The Wharton School at the University of Pennsylvania, or the Yale School of Management. CIMA professionals must pass a certification exam covering a wide range of in-depth investment topics. Additionally, those who earn the certification must agree to meet ongoing continuing education requirements, and adhere to the Institute's *Code of Professional Responsibility*.

In 2011, the American National Standards Institute (ANSI) recognized CIMA certification as the first financial services credential in the United States to earn accreditation under an international personnel certification standard. ANSI is a private nonprofit organization that provides third-party accreditation services and oversees a broad array of standards development processes in the United States.

"The CIMA certification program represents high standards in each of the 'Four Es'—experience, education, examination, and ethics," said Sean R. Walters, CAE, the Institute's executive director and chief executive officer. "As a result, the certification consistently qualifies investment advisors, investment consultants and investment managers as advanced practitioners in their field."

The Investments & Wealth Institute is a professional association, advanced education provider, and standards body for financial advisors, investment consultants, and wealth managers who embrace excellence and ethics. Through our events, continuing education courses, and acclaimed certifications—Certified Investment Management Analyst® (CIMA®) and Certified Private Wealth Advisor® (CPWA®)—we deliver rigorous, highly practical education.

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1. As of March 2016, Financial Industry Regulatory Authority (FINRA) regulates 641,157 registered reps, and 7,290 professionals hold CIMA certification. www.finra.org/newsroom/statistics, www.investmentsandwealth.org/about-investmentsandwealthinstitute.