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**FOR IMMEDIATE RELEASE**  
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**Press Release**  
**Global Media Calendar Recognizes Professional Image Consulting Worldwide**

VANCOUVER (November 21, 2013) - The first ever "International Image Consultant Day" will take place on November 23, 2013. The day sponsored by the Association of Image Consultants International (AICI) is recognized in the McGraw Hill publication "Chase's Calendar of Events", known as the global media guide since 1957.

The purpose is to globally recognize the wide range of services image professionals provide and the impact of communication as an essential skill. This day will be celebrated annually by image industry professionals, educational institutions with image consulting degrees and certification programs, and the public world-wide. On an international basis, Image professionals provide practical solutions in personal presence for both individuals and businesses that result in confident visual impact, behavior, communication and etiquette.

International Image Consulting Day was first initiated November 23, 2012 by AICI members, Manolo Trujillo and Hildeberto Martinez in Mexico, where many universities offer degrees in the image field. In February 2013 it was determined to launch this initiative and honor it by using the date first selected by Trujillo and Martinez, by an official vote of 2012-2013 AICI International Board of Directors. The official proclamation to honor the science and acumen of the field was presented by Kimberly Law AICI International President, of Vancouver, Canada; Jane Seaman, President-Elect, of Houston, USA; Cindy Ann Peterson, Secretary, of Washington DC, USA; and Zayna Mosam, VP Marketing, of Toronto Canada, at the AICI Global conference on May 19, 2013 in Glendale, Arizona, USA. The proclamation was signed by the International Board of Directors, Hildeberto Martinez and conference attendees.

Law, now AICI Immediate Past President, had all attending the conference stand for a declaration extolling, "From this day forward November 23 will be known as International Image Consultant Day!"

"November 23 is a day to celebrate and recognize the work of image professionals around the world," says Law. Image professionals empower confidence for those moments of transition in life. They bring to the surface a reflection of what's within. These professionals educate and communicate that real beauty is within everyone. I invite and encourage image professionals globally to share with the world your stories, success, skills and achievements on November 23," says Seaman, AICI International President.

The Association of Image Consultants International is the premiere association for image professionals. With 59 countries represented, industry standards are set and maintained. It is the source for experts, certification and image related education. For more information, please visit [aici.org](http://aici.org) or contact Kimberly Law, AICI CIP at [info@personalimpact.ca](mailto:info@personalimpact.ca).

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