



Sample Press Release

Send the press release to your local community paper. You may also consider inviting a local reporter to come to your event. Ideally, newspapers like events that can provide good photo opportunities. Follow up with your local paper after sending the press release to inquire about their interest/attendance. If they are unable to come, offer to follow up with a high-resolution photo and details on what happened during the event. Be sure to keep the information detailed, but short and to-the-point. Make sure you are authorized by any parents to share photos of students with the local paper.

FOR IMMEDIATE RELEASE
<Today's Date>

Contact:

<Your Contact Person>
<School or District>
<Contact Phone Number>
<Contact E-mail Address>
<School/District Website>

Celebrate Arts Education Month This May!

*Empower schools and community to provide arts learning opportunities
to every student in every school*

<Your City>, WA — The public is invited to join with **<School/District>** in recognizing May as *Arts Education Month*.

This annual month-long celebration is an opportunity to specifically call attention to the critical role of arts learning in a complete and balanced education, empowering schools and communities to provide every student in every school with arts learning opportunities.

[You may omit this paragraph if you are not having an event] To celebrate arts learning in our community, **<School/District>** is pleased to have **<Title and Name of Elected Official>** join us at **<Event Name/Description>** on **<Date>** at **<Time/Location>**.

[If having an event: Quote from your school/district and/or parent on this exciting opportunity to highlight arts education.

If no event: Quote from your school/district and/or parent on the importance of arts education for students and/or how arts learning at your school/in your district is impacting students/the school.]

A complete education cannot be defined without the arts. A standard K-12 curriculum, that includes arts education as part of everyday learning, fosters well-rounded graduates who enter college and the workforce with creative skills and a competitive edge.

In fact, study after study shows that arts education teaches creative problem-solving and cultural awareness; offers multiple pathways to understanding for different learners; and increases connections and engagement between teachers, students, and the connected community that surrounds them.

For our students to have the best chance of fulfilling their potential, learning in and through the arts must be part of their education. To achieve this, *we must all work together* to provide our children with the complete education they have been promised.

“The arts are a core component in Washington State’s definition of basic education, but the reality is that most K-12 students in our state are not being provided with a high-quality, sequential arts education as part of their school day,” said Laurie Utterback, director of operations for ArtsEd Washington. “We want our local leaders to see for themselves the impact of arts learning, because their leadership is critically important to the provision of arts education to every student in every school.”

For more information on *Arts Education Month* and to find out how you can encourage arts education in your community, visit www.ArtsEdWashington.org.

About <School District>

[Insert information about your district and school here.]

About Arts Education Month & ArtsEd Washington

Spearheaded by ArtsEd Washington, *Arts Education Month* is part of a grassroots effort to raise awareness of the importance of the arts to all of Washington’s students by informing local and state elected officials as they consider policy decisions that will impact arts education. ArtsEd Washington is nonprofit organization devoted to advancing and increasing arts education in K-12 schools. We work to ensure that all students in Washington state have access to a complete education that includes the arts: dance, music, theatre, media arts, and visual art. We believe the only equitable way to reach every student is to teach the arts at school, during school hours, as part of their complete education. www.artsedwashington.org.

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