**Template press release – working towards**

**FOR IMMEDIATE RELEASE**

**Date**

***[Name of school]* aiming for prestigious Artsmark Award**

Pupils and staff at ***[name of school]*** have embarked on an exciting journey to gain a prestigious Artsmark Award, the only creative quality standard for schools and education settings, accredited by Arts Council England.

Artsmark supports schools to develop and celebrate arts and cultural education, putting creativity and wellbeing at the heart of the curriculum, as well as ensuring every young person can be creative and access a diverse, high-quality cultural education.

In order to become an awarded Artsmark school, ***[name of school]*** is developing their arts and cultural provision to ensure they have a broad, balanced and ambitious curriculum for its pupils. They will achieve this by creating an overall plan demonstrating their commitment to cultural education that will be delivered across the whole school.

***[Name of school]*** is being supported by ***[name of local Bridge organisation]*** in planning and developing their objectives. ***[Name of local Bridge organisation]*** isworking alongside the school at various stages to support their Artsmark journey.

***[Quote from local Bridge organisation, if applicable.]***

Through Artsmark, ***[name of school]*** will embed arts, culture and creativity to support its pupils’ learning, health and wellbeing, helping them to build resilience, confidence and character. By joining the Artsmark community, ***[name of school]*** will gain access to resources and networking opportunities with diverse cultural organisations and creative practitioners to inspire and strengthen their development plans.

On striving for their Artsmark award, ***[name of headteacher/chair of governors/SLT, job role]*** says: “***Insert statement about the value and impact they hope Artsmark will achieve***.”

***[Name of headteacher/chair of governors/SLT]*** *continues****: “***During our Artsmark journey, our pupils have enjoyed [***talk about unique arts and cultural opportunities]***

* **Ends**

For more information or images, contact ***[fill in your name/number and email]***

**Notes to editor:**

***[Insert information about your school]***

**About Artsmark Award**

Artsmark Award is the only creative quality standard for schools and education settings, accredited by Arts Council England. It can help unlock young people’s potential, building their confidence, character, and resilience.

Artsmark’s clear and flexible framework can be used to embed creativity across the whole curriculum, address school improvement priorities and ensure every young person can access a high-quality, diverse cultural education.

Artsmark is open to primary, secondary, and special schools, pupil referral units, youth offending teams, secure settings, hospital schools and sixth form colleges. Artsmark is awarded at three levels: Silver, Gold, and Platinum.

Visit **artsmark.org.uk** for more information.

**About Arts Council England**

**Arts Council England** is the national development agency for creativity and culture. We have set out our strategic vision in [*Let’s Create*](https://www.artscouncil.org.uk/letscreate) that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high quality cultural experiences. We invest public money from Government and The National Lottery to help support the sector and to deliver this vision.

Following the Covid-19 crisis, the Arts Council developed a £160 million **Emergency Response Package**, with nearly 90% coming from the National Lottery, for organisations and individuals needing support. We are also one of the bodies administering the Government’s unprecedented £1.96 billion **Culture Recovery Funds**. Find out more at [www.artscouncil.org.uk/covid19](https://protect-eu.mimecast.com/s/BSZ4Cr8O0hqnMXUGP2-l?domain=artscouncil.org.uk).

Visit [**artscouncil.org.uk**](http://www.artscouncil.org.uk) for more information.