**Inviting the media email template**

*If you would like to invite the media, you can use/adapt the template below which can be sent straight to the editor/journalist in question. Always nominate a spokesperson, possibly your headteacher or chair of governors, that journalists can ask questions to and offer them the opportunity to take photos, film or a record a performance, display etc, providing permissions have been granted.*

**Subject: INVITATION: [Name of school] receives Artsmark Award**

**[Insert date]**

**[Insert time]**

**[Insert location]**

**Please RSVP to [insert name and email address] by [insert date]**

Dear ***[insert name]***,

You are invited to our reception to celebrate ***[name of school]*** receiving our prestigious Artsmark Award from Arts Council England, the only creative quality standard for schools, accredited by Arts Council England.

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

***[The event will include a performance from Year XX pupils. You may want to add a few words from either your headteacher or chair of governors about the event].***

***[Consider who would be available for a press interview and insert this information here, such as a pupil, teacher and/or parent. This will make attending the event more appealing to the journalist.]***

Light refreshments will be provided ***[if applicable].***

We would be delighted to see you there!

Best wishes,

***[Name]***