

­ **Inviting the media**

*If you would like to invite the media to your Artsmark Celebration Week event, you can use the template below. We recommend you nominate a spokesperson (headteacher or chair of governors) that journalists can ask questions to and present them with the opportunity to take photos, film or a record a performance, display etc, providing permissions have been granted.*

**[Name of school] invites you to Artsmark Celebration Week event**

**[Insert date]**

**[Insert time]**

**[Insert location]**

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

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

You are invited to an Artsmark Celebration Week event at ***[name of school/setting],*** aspart of a national celebration for arts and cultural education.

Artsmark is Arts Council England’s award for schools and education settings that champion the arts and strive for excellence. It celebrates settings that embrace the arts across the curriculum, bringing them to life for children and young people.

***Explain here your connection to Artsmark – are you working towards your award or have received your level?* For example: [Name of school/setting]** has been working towards their Artsmark Award for XX years/months, setting out and embedding a clear vision for developing its arts and cultural provision*.*

***[Name of school/setting]*** achieved their Artsmark ***[insert level]*** Award on ***[insert date],*** recognising their commitment and dedication to cultural education.

From 7 – 11 October schools, education settings and arts and cultural organisations across the country will be taking part in a national celebration of cultural education.

***[Explain what your event will be here. You may want to add a few words from either your headteacher or chair of governors about the event].***

We would be delighted to see you there to celebrate with us!

Best wishes ***[Name]***