**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.

Artsmark is the only creative quality standard for schools, accredited by Arts Council England. It supports them to develop and celebrate arts and cultural education across the whole curriculum, bringing learning to life for children and young people.

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. 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.]***

By joining the Artsmark network, ***[name of school]*** will gain access to exceptional networks and resources from some of the most treasured cultural organisations in the country, which is helping to strengthen their arts provision. Through Artsmark, ***[name of school]*** will incorporate arts, culture and creativity into every pupil’s life, learning, knowledge and understanding, helping them to build resilience, confidence and character.

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

***[Name of headteacher/chair of governors]*** *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**

The Artsmark Award is the only creative quality standard for schools and education

settings. 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 bring learning to life in every single lesson.

Artsmark is open to primary, secondary and special schools, pupil referral units, youth offending teams 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 body for arts and culture across England, working to enrich people’s lives. We support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country.

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