**NEWS RELEASE**

**Your school/district letterhead** [school/district address] [school/district phone] [school/district website]

**Contact:** [Your contact person] [School or District] [contact phone number] [contact e-mail address]

**FOR IMMEDIATE RELEASE** [insert date]

**Arts Learning in Action: Celebrate Arts Education Month in March 2011**

[Your city] — The California Alliance for Arts Education has launched a statewide campaign to celebrate March as Arts Education month. Schools and school districts throughout California are highlighting arts learning in education through performances, exhibits, and classroom demonstrations. To celebrate arts learning in our community, **[your school or district]** has invited **[Title and name of elected official]** to attend **[describe your event here]** on **[Date]** at **[Time and Place]**. *The objective of the* ***Arts Learning in Action*** *campaign is to raise awareness among state, county and local elected officials about the essential value of arts education in our schools.*

Research shows that the arts are a critical link in student success. Arts education is linked to higher test scores across all subjects, as well as lower dropout rates. It fosters creativity and imagination, hallmarks of careers in the 21st century. Beyond the classroom, the arts are shown to nurture collaboration and civic engagement in young people.

Our community believes we can demonstrate the value of arts education for our children by inviting decision-makers and elected officials into our classrooms to experience learning in the arts first-hand. **[quote from your school/district and/or parent on this exciting opportunity to highlight arts education]**. Spearheaded by the California Alliance for Arts Education, the project is part of a grassroots effort to bring back the arts to California’s students.

The California Alliance for Arts Education is in its fourth decade of building a brighter future for our state by making the arts a core part of every child’s education. Representing a coalition of educators, art-smart parents, administrators, policymakers, business leaders and arts and community organizations, the Alliance advocates for quality arts education for all students in California K-12 public schools. We accomplish this by influencing state policy, by building a statewide network of local coalitions and by inspiring public advocacy.

 **[Insert information about your district and school here]**