**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 Artsmark Award is the only creative quality standard for schools and education settings, accredited by Arts Council England. It supports schools to develop and celebrate arts and cultural education, putting creativity and wellbeing at the heart of the curriculum. Artsmark ensures that every young person can be creative and access a diverse, high-quality cultural education.

To become an awarded Artsmark school, ***[name of school]*** is developing their arts and cultural provision to ensure they have a broad 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.

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 receive training and support from Artsmark’s national delivery partner, Goldsmiths, University of London, and connect with a vast network of creative schools, cultural organisations and practitioners committed to developing inspiring opportunities for children and young people.

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 will enjoy…”[***talk about unique arts, cultural and creative 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**

Artsmark 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 ensure every young person can access a diverse, high-quality cultural education.

Artsmark is open to primary, secondary, and special schools, pupil referral units, secure settings, youth offending teams, hospital schools and sixth form colleges. Artsmark is awarded at three levels; Silver, Gold and Platinum. [www.artsmark.org.uk](http://www.artsmark.org.uk)

**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 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. From 2023 to 2026 we will invest over £467 million of public money from Government and an estimated £250 million from The National Lottery each year to help support the sector and to deliver this vision. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)