

Sample Press Release

Below is a sample press release to announce the investment in the arts in your community by the state of North Carolina via the N.C. Arts Council. The purpose of this release is to demonstrate how arts impact our quality of life and economy. Feel free to modify, particularly the quote, to sound appropriate for your organization.

FOR IMMEDIATE RELEASE

CONTACT: [Insert name]

PHONE:

EMAIL:

HEADLINE

[Your Organization] AWARDED [Amount of Grant] FROM THE N.C. ARTS COUNCIL

[Your City, N.C.] — [Date of Press Release] — [Your Organization name] in [name of county] has been awarded [dollar amount] from the North Carolina Arts Council for [specific program or support category.]

The funds will be used to **[insert short paragraph describing the program funded and the audience it will reach.]**

“State funds allow **[insert name of organization]** to provide quality arts programming for citizens and visitors and often provide the catalysts for additional fund raising, new projects and partnerships,” said Executive Director of your organization.

More than \$7.1 million in grants from the North Carolina Arts Council will support an extensive arts infrastructure across North Carolina, including arts programs in all 100 counties funded through the Grassroots Arts Program.

[If you receive Grassroots funds please use the following statement:] This year’s grants investment includes an additional \$500,000 appropriated by the North Carolina General Assembly for the Grassroots Arts Program. Nationally recognized for its per capita distribution formula that allows local decision-making on arts programming, the Grassroots funds support the sustainability of a network of local arts councils across the state.

“For nearly 50 years the North Carolina Arts Council has invested in artists and arts organizations,” said Wayne Martin, Executive Director of the N.C. Arts Council. “The result is a diverse arts infrastructure that is one of the most extensive in our nation, reaching into all 100 counties of the state.”

North Carolina Grant Awards are recommended by panels of civic leaders and arts experts based on artistic merit, benefit of the project to the state’s citizens, and the applicant’s organizational strength and capacity. Recommendations are reviewed by the North Carolina Arts Council Board and forwarded to Secretary for the N.C. Department of Natural & Cultural Resources, Susan Kluttz, for final approval.

For more information about the N.C. Arts Council visit www.NCArts.org.

About Your Organization

[Insert your boilerplate]

About the N.C. Arts Council: North Carolina has long been recognized for rich traditions in crafts, literature, historical drama and music. Since 1967 the N.C. Arts Council has worked to strengthen North Carolina's creativity, invention and prosperity through its four core functions: creating a strong and efficient arts infrastructure across North Carolina; planning and implementing economic development initiatives; educating our young people; and researching the impact of the arts on our state. www.NCArts.org