Follow these instructions to submit a press release to your local paper, and help spread the word about the Festival and Michigan’s amazing youth artists!

1. Determine your method.
Visit the web site of your local paper and do some detective work. Most editors are happy to receive press releases via email, some prefer a fax. Investigate and find out what the procedure is for your paper. You might have to make a quick call to the main telephone number and ask – they’ll be happy to tell you.

2. Identify your editor.
Look at the paper’s staff roster and figure out which editor needs to see your press release. Small papers might just have a couple of editors, or even one. Larger papers have editors for specific areas – like local news, school news, education or the arts. Pick the area that fits best, or simply direct your press release to the features editor.

3. Create and send your press release.
Use the template below to craft your press release. Cut and paste it into your fax template or the body of your email, then change the parts in ALL RED CAPS so they are about you! Be sure to include everything from “FOR IMMEDIATE RELEASE” down to “###” – these are essential parts of any press release and must be included in your transmission.

4. Let us know if you get any press!
If your paper prints a story about you, please let us know by contacting festival@michiganyoutharts.org, or mail a clipping to our address below.

Press release template. Copy and paste, then replace the words in red with your personal details.

FOR IMMEDIATE RELEASE
Michigan Youth Arts
410 South Cedar, suite F
Lansing, MI 48912
festival@michiganyoutharts.org

58TH ANNUAL MICHIGAN YOUTH ARTS FESTIVAL FEATURES OUTSTANDING HIGH SCHOOL ARTISTS

YOUR HOMETOWN, Mich. (MONTH, DAY, 2020) – YOUR NAME, a student of YOUR DISCIPLINE at YOUR SCHOOL, has been named a Michigan Youth Arts Distinguished Scholar and invited to participate in the 58th annual Michigan Youth Arts Festival, May 7-9, 2020, at Western Michigan University in Kalamazoo.

Nearly 1,000 Michigan high school student artists have been invited to attend this year’s Festival. The students, chosen from a pool of more than 250,000 across the state, are selected via a rigorous adjudication process adhering to exacting artistic standards. The invited scholars represent multiple artistic disciplines, including creative writing, dance, film/video, instrumental and vocal music, music composition, theatre, and visual art.

2020 marks the 58th anniversary of this three-day event, featuring workshops and master classes for the students, alongside more than 20 student performances and exhibitions that are open to the public.

About Michigan Youth Arts
Michigan Youth Arts is an alliance of 11 statewide education associations that work together collaboratively to develop high quality arts education programming, recognize the contributions of valuable teachers, and provide advocacy resources for parents, educators and policymakers. The Michigan Youth Arts Festival is an annual showcase that recognizes, supports, and celebrates the artistic excellence of young artists in Michigan.
For more information, please visit www.michiganyoutharts.org

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