

Australia's Performing Arts

WE ALL PLAY A PART

For immediate release
<INSERT DATE>

MEDIA RELEASE

<Insert organisation> joins National *We All Play a Part* Campaign

<Insert organisation> has joined the national *We All Play a Part* campaign, to highlight the essential role that local venues and performing arts companies play in building a stronger community in <insert region/town/city>. The national grass roots advocacy campaign aims to highlight to Australians and its elected representatives the role local venues and performing arts companies play in building stronger and more sustainable communities.

“<insert venue> is a fundamental piece of community infrastructure and is a hub of cultural and community activity for us all” said <insert name> the General Manager of <insert organisation>.

“Communities such as ours benefit from the promotion of diversity and the expansion of our local economy as a result of performers using this community space. <Insert local case-study>

As part of the campaign, a local delegation of community members met with the Federal Member <Insert name> to discuss the campaign and seek his/her support to act an advocate for *We All Play a Part* in Canberra.

“Our local venues and touring companies are important to the cultural and economic development of our community and I am happy to support the campaign in Canberra” said <insert MP>.

The national campaign will call on the Federal Government to support venues such as <insert venue> as vital community infrastructure and be supported through Infrastructure Australia. *We all Play a Part* also calls for a continued commitment from the Federal Government to Playing Australia, which brings leading Major Arts productions to communities across Australia. Venues and local representatives will meet with Federal Members across the country to brief them on the importance of the performing arts in building stronger communities.

“We hope the people of <insert region/town/city> will support *We All Play a Part* by joining the campaign online at www.weallplayapart.com.au,” concluded <insert name> the General Manager of <insert organisation>.

-Ends-

<INSERT YOUR LOGO HERE>



For further information or to arrange an interview, please call:

<insert name>

<insert number>

<insert email>

About the We All Play a Part Campaign

The We All Play a Part campaign aims to highlight the role that all Australians play in the local and global success of Australia's performing arts industry. Visit the website www.weallplayapart.com.au to register as a supporter and receive updates on future events.

The We All Play a Part campaign is an initiative of the Australian Major Performing Arts Group (AMPAG), in association with Live Performance Australia (LPA) and the Media and Entertainment and Arts Alliance (MEAA).

Also supporting We All Play a Part are the following campaign partners: the Australian Children's Music Foundation (ACMF); the Australian Performing Arts Centres Association (APACA); and the Australian Network for Art and Technology (ANAT). This is first time such a broad coalition of representative bodies from the arts have come together for an advocacy campaign.

Major themes for the campaign are: Nurturing Talent; Building Stronger communities; Participation and Enjoyment; and National Pride.