**Swiss Cheese Media Alert**

#### Media Alert

**For Immediate Release [MONTH][DAY], 2023**

**[YOUR ORGANIZATION] to Release Findings of Economic and Social Impact Study of [LOCALE]’s Arts and Culture Industry**

***Arts & Economic Prosperity 6 Study Centers Equity in Economic Research and Highlights Vital Role of Arts and Culture in Building More Livable Communities***

**What:**  [YOUR ORGANIZATION] will unveil the local results of *Arts & Economic Prosperity 6* (AEP6), a comprehensive economic and social impact study of [YOUR LOCALE]'s nonprofit arts and culture industry. The study, conducted by Americans for the Arts in partnership with [YOUR ORGANIZATION], demonstrates locally as well as nationally, arts and culture are a critical economic driver of vibrant communities.

 Results of the study include total spending by nonprofit arts and culture organizations as well as event-related spending by their audiences–and the impact of that economic activity on jobs, and tax revenue generated to [YOUR LOCALE], [YOUR STATE], and the federal government.

 Building on its 30-year legacy as the largest and most inclusive study of its kind, Arts & Economic Prosperity 6 represents a reset from its previous versions, establishing a new benchmark in the AEP study series.

* **Social Impact**: For the first time, AEP6 expands beyond the economic and financial data to include social impact measurements of arts and culture’s effect on the well-being of communities and residents.
* **Equity and Inclusion:** Americans for the Arts transformed its approach and expanded the inclusion and participation of organizations serving or representing communities of color.

**When:** [MONTH, DAY, 2023]

[TIME] a.m.

**Where:** [VENUE NAME]

[VENUE ADDRESS]

**Who:** [SPOKESPERSON 1 NAME], [TITLE, COMPANY/ORGANIZATION] [SPOKESPERSON 2 NAME], [TITLE, COMPANY/ORGANIZATION, ETC.]

**Webcast:** The press conference will be streamed live on [LOCATION OF LIVE STREAM]. In addition, it will be made available online at [YOUR ORGANIZATION]'s website on [INCLUDE DATE].

**Media opps:** Spokespeople will be available for interviews and photo opportunities after the press conference concludes.

**Info:** Breakfast will be served and parking will be validated. There will be a mult box with an audio feed, please bring camera and deck.

**Media RSVP:** [YOUR CONTACT INFORMATION]

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*[BOILER PLATE]*