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## SAMPLE PUBLIC SERVICE ANNOUNCEMENT

LOCAL CONTACT NAME: \_\_\_\_\_

LOCAL CONTACT PHONE NUMBER: \_\_\_\_\_

### FOR IMMEDIATE RELEASE

The \_\_\_\_\_ (*ARS chapter, consort, Junior Recorder Society Club, etc.*) of the American Recorder Society (ARS) will celebrate the organization's **eighteenth annual Play-the-Recorder Month** in March by offering a \_\_\_\_\_ (*concert, workshop, etc.*) at \_\_\_\_\_ (*time*) a.m./p.m. on \_\_\_\_\_ (*day*), March \_\_\_\_, 2010 (*date*) at \_\_\_\_\_ (*location*). Admission is \_\_\_\_\_ (*amount or free*). Call \_\_\_\_\_ (*phone number*) for information.

As part of the March activities, ARS members all over the North American continent will perform in public places such as libraries, bookstores, museums and shopping malls; offer workshops to improve the playing skills of participants; and demonstrate recorders in school settings.

Local participants include \_\_\_\_\_

Other local activities involving the recorder include (*list monthly meeting information, concert series, workshop or other information*)

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Founded in 1939, the ARS is celebrating 70 years of service in 2009 to its members and constituents--all recorder players including amateurs to leading professionals, students to teachers. It has some 130 chapters and consorts in the U.S. and Canada, where its membership base is over 2200, plus 130 members in 28 other countries.

**Play-the-Recorder Month** grew out of an event staged as part of an "ARS50" anniversary celebration, during which members all over the world played a recorder piece simultaneously on April 1, 1989. Play-the-Recorder Day was first officially held in 1992, and then expanded to **Play-the-Recorder Month** the following year.

The ARS office in St. Louis, MO, may be contacted at 314/966-4082 or <[Recorder@AmericanRecorder.org](mailto:Recorder@AmericanRecorder.org)>, or through the ARS web site, <[www.AmericanRecorder.org](http://www.AmericanRecorder.org)>.