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SAMPLE PUBLIC SERVICE ANNOUNCEMENT

LOCAL CONTACT NAME: _____

LOCAL CONTACT PHONE NUMBER: _____

FOR IMMEDIATE RELEASE

The _____ (*ARS chapter, consort, etc.*) of the American Recorder Society (ARS) will celebrate the organization's **twentieth annual Play-the-Recorder Month** in March by offering a _____ (*concert, workshop, etc.*) at _____ (*time*) a.m./p.m. on _____ (*day*), March _____, 2012 (*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*)

Founded in 1939, the ARS celebrated 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 140 chapters and consorts in the U.S. and Canada, where its membership base is over 1,900, plus 100 members in 16 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>, or through the ARS web site, <www.AmericanRecorder.org>.