



SAMPLE PRESS RELEASE FOR CREATIVE FORCES COMMUNITY ENGAGEMENT GRANTEE

Greetings from the National Endowment for the Arts and Mid-America Arts Alliance Offices of Public Affairs and congratulations on your Creative Forces® Community Engagement award! We will make a public announcement that includes your project, as well as the other Creative Forces Community Engagement Grant inaugural grantees, on **Wednesday, May 25, 2022 at 10:00am ET**.

To help amplify the national announcement, we encourage you to post your own press release **on or after Wednesday, May 25, 2022 at 10:00am ET**. You may use this sample template press release by simply filling in your information [*date, description of your project, contact information, etc.*] and distribute it to media outlets in your area. You are not obligated to use this template. You may create your own release and use the quotes provided below if you wish. When you share information on social media, don't forget to include @NEA_CFNetwork (Twitter) and/or NEACreativeForces (Facebook, LinkedIn, Instagram). Feel free to also tag @NEAarts and @KCMAAA. Use the hashtag #CreativeForces

Date: [on or after May 25, 2022, at 10:00am ET]

Contact: [NAME, TITLE] [ORGANIZATION | LOGO]

[ADDRESS]

[PHONE | EMAIL]

[WEB ADDRESS | FACEBOOK | TWITTER | YOUTUBE – EMBED HYPERLINKS]

[Name of Organization] to Receive [\$XXX] Creative Forces Community Engagement Grant

Activities will Support Military, Veterans, their Families and Caregivers

[CITY, STATE – DATE] – [YOUR ORGANIZATION] is one of 26 organizations nationwide selected to receive a Creative Forces® Community Engagement grant. A grant of [*\$ amount of grant*] will support [*Name of project and short description*]. Creative Forces Community Engagement Grants are part of the National Endowment for the Arts' Creative Forces® initiative and are in partnership with Mid-America Arts Alliance.

Creative Forces®: NEA Military Healing Arts Network is an initiative of the National Endowment for the Arts in partnership with the U.S. Departments of Defense and Veterans Affairs that seeks to improve the health, well-being, and quality of life for military and veteran populations exposed to trauma, as well as their families and caregivers. Creative Forces Community Engagement grants will increase access to arts activities in more communities and will serve a broad population, including active-duty service members, guardsmen, reservists, veterans, military and veteran families, as well as caregivers and healthcare workers providing care for military service members and veterans.

“It is inspiring to see how arts programming is being utilized by *[name of your organization(s)]* to support and promote healing for our nation’s military, veterans, and all those who care for them,” said Dr. Maria Rosario Jackson, chair of the National Endowment for the Arts. “Engagement with the arts—the act of doing, seeing, creating, teaching—is crucial to living healthy and artful lives. The expansion of Creative Forces from clinical sites into communities like *[name of your community]* provides significant opportunities for this critical work to reach more people and make a difference in their lives.”

[Quote from your organization spokesperson, local official, or board chair]

[Project description]

Todd Stein, President and CEO of Mid-America Arts Alliance, said “we are excited to support this project with *[name of organization]* to promote continued healing through the arts for military populations in communities across the country. The art experiences offered show how art can connect and heal.” He added, “Through the Creative Forces Community Engagement Grant Program, we are humbled to have the opportunity to work on this initiative with the National Endowment for the Arts, created in partnership with the U.S. Departments of Defense and Veterans Affairs.”

By providing opportunities for engaging in art or art-making, *[name of your organization]* seeks to help participants gain a better understanding of themselves and others through creative expression, while increasing their sense of belonging to our community. Participation in the arts often leads to individual and shared sense of purpose, as well as positive self-worth, supporting their ability to adapt and readjust to life’s challenges.

For more information on other projects included in this grant announcement as well as resources for arts engagement with military-connected populations, visit creativeforcesnrc.arts.gov.

About *[Your Organization]*

[insert boilerplate copy about your organization here]

About the Creative Forces Initiative

Creative Forces®: NEA Military Healing Arts Network is an initiative of the National Endowment for the Arts in partnership with the U.S. Departments of Defense and Veterans Affairs. The initiative seeks to improve the health, well-being, and quality of life for military and veteran populations exposed to trauma, as well as their families and caregivers. Creative Forces is managed in partnership with Americans for the Arts, the Henry M. Jackson Foundation for the Advancement of Military Medicine, and Mid-America Arts Alliance. More information can be found at arts.gov/creativeforces and creativeforcesnrc.arts.gov

About the National Endowment for the Arts

Established by Congress in 1965, the National Endowment for the Arts is an independent federal agency that is the largest funder of the arts and arts education in communities nationwide and a catalyst of public and private support for the arts. By advancing equitable opportunities for arts participation and practice, the NEA fosters and sustains an environment in which the arts benefit everyone in the United States. To learn more, visit arts.gov or follow us on [Twitter](#), [Facebook](#), [Instagram](#), and [YouTube](#).

About Mid-America Arts Alliance

Mid-America Arts Alliance (M-AAA) strengthens and supports artists, cultural organizations, and communities throughout our region and beyond. Additional information about M-AAA is available at <https://www.maaa.org/>.

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