

## August



### Seasonal Press Release – Holiday Snaps

Summer means holidays and holidays bring a whole host of souvenirs and memorabilia that people collect to remind them of their travels.

The purpose of this release is to encourage people to think about different ways in which they can preserve and display holiday memorabilia and souvenirs.

#### Supporting documents

- [Template press release](#)



### Ad Hoc Press Release – What's Hot

Our homes have become far more fashion focused with consumers changing their interior every couple of years. Art is a great way of adding that finishing touch to a room and increasingly customers are on the look out for something that matches their décor.

The purpose of this release is to offer tips and advice on what colours and trends are fashionable next year, what art choices accompanies each trend and how to use your chosen piece to it's best advantage.

To support the release, create an imaginative shop window display using the interior design theme. Display a print propped against some co-ordinated cushions, use pots of paint or rolls of wallpaper and group together similar coloured vases.

The release should be aimed at the home or lifestyle sections within your local/ regional newspapers.

#### Supporting documents

- [Template press release](#)



## **In Store Events – Children’s Art Workshops**

During the summer holidays parents are constantly trying to think of new and inexpensive ways to keep children entertained. Holding a Children’s Art Workshop is not only a great way to encourage children to learn about art, it will also bring new visitors into your store.

The basic idea is to offer some sort of practical workshop where children can come along for a few hours and try art related activities. The workshops can be run by you or you can invite a local artist along to work with the children.

The theme of the workshop is completely up to you and it can be a one-off activity or you can offer a series of workshops over the summer holidays. You may want to charge a small fee to cover material costs or basic refreshments.

Send a diary note to what’s on guides and the events listing of your local newspapers. It’s also worth sending a copy to the picture desk as they may send out a photographer to get pictures of the event.

### **Supporting documents**

- [List of workshop theme ideas](#)
- [Template diary note](#)