



## California Arts Advocacy Toolkit PUBLIC SERVICE ANNOUNCEMENT

ART IS FUNDAMENTAL TO EVERY CHILD'S EDUCATION. THERE IS PROVEN RECOGNITION THAT ART TEACHES OUR CHILDREN THE LIFELONG SKILLS THAT THEY NEED IN ORDER TO BE SUCCESSFUL IN THE 21<sup>ST</sup> CENTURY. WE CAN'T IMAGINE A CHILD WITHOUT A SENSE OF IMAGINATION, WITHOUT CREATIVITY, OR WITHOUT THE ABILITY TO HAVE EMPATHY FOR OTHERS. SO, HOW CAN WE EVEN IMAGINE OUR SCHOOLS WITHOUT *ART*?

AS IMPORTANT AS READING, WRITING, AND ARITHMETIC, WE AS PARENTS, TEACHERS, ADMINISTRATORS, LAWMAKERS AND COMMUNITY MEMBERS OWE IT TO OUR CHILDREN TO STRESS THE IMPORTANCE OF A WELL-ROUNDED EDUCATION THAT INCLUDES THE 4<sup>TH</sup> R, *ART*, FOR ALL CHILDREN, IN EACH CLASSROOM, IN EVERY SCHOOL ACROSS OUR STATE.

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