



There are seven pdf ads included in this bundle—five half-page ads, each with different facts and figures, and two full-page ads that divide the facts and figures into two sets of six facts each. Each ad is available in both four-color and black and white horizontal and vertical formats. The half pages are suitable for printing in most 8  $\frac{1}{2}$  x 5  $\frac{1}{2}$  or 8  $\frac{1}{2}$  x 11 programs, with no bleed.

Did You Know ad file key

Full page, 4-color DYK ads (2 versions) - DYK\_FP\_4c\_ver1 - DYK\_FP\_4c\_ver2

Full page, black and white DYK ads (2 versions) - DYK\_FP\_BW\_ver1 - DYK\_FP\_BW\_ver2

Half-page horizontal, 4-color DYK ads (5 versions)

- DYK\_HP\_Horiz\_4c\_ver1
- DYK\_HP\_Horiz\_4c\_ver2
- DYK\_HP\_Horiz\_4c\_ver3
- DYK\_HP\_Horiz\_4c\_ver4
- DYK\_HP\_Horiz\_4c\_ver5

Half-page horizontal, black and white DYK ads (5 versions)

- DYK\_HP\_Horiz\_BW\_ver1
- DYK\_HP\_Horiz\_BW\_ver2
- DYK\_HP\_Horiz\_BW\_ver3
- DYK\_HP\_Horiz\_BW\_ver4
- DYK\_HP\_Horiz\_BW\_ver5

Half-page vertical, 4-color DYK ads (5 versions)

- DYK\_HP\_Vert\_4c\_ver1
- DYK\_HP\_Vert\_4c\_ver2
- DYK\_HP\_Vert\_4c\_ver3
- DYK\_HP\_Vert\_4c\_ver4
- DYK\_HP\_Vert\_4c\_ver5

Half-page vertical, black and white DYK ads (5 versions)

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- DYK\_HP\_Vert\_BW\_ver2
- DYK\_HP\_Vert\_BW\_ver3
- DYK\_HP\_Vert\_BW\_ver4
- DYK\_HP\_Vert\_BW\_ver5

# THEATRE AND THE ARTS

# did you know. . ?

56% of corporate executives and 79% of school superintendents agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate. Source: *Ready to Innovate.* 

A national poll of voters indicated that 91% believe that the arts are essential for building the capacity of imagination and 73% felt that the ability to imagine is just as important as basic academic skills for all students. 97% of surveyed school
superintendents said that
theatre activities develop
creativity in students.
Source: *Ready to Innovate*.

Training in acting classes improves language and memory skills.

Source: *Learning, Arts and the Brain,* The Dana Foundation, 2008.

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In 2010, students who took four years of arts classes while in high school scored 102 points better on their SATs than students who took only one-half year or less. Source: Americans for the Arts/The College Board, 2010.

A study of Nobel Prize winners in science revealed that most have arts related hobbies.

Source: "Hobbled Arts Limit Our Future," *PsychologyToday/ImagineThat!* blog, 2009.

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For more facts about the value of theatre education, go to <u>schooltheatre.org/advocacy</u>.

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The arts are a core subject under federal law, similar to math, English, and other curricular academics. Source: U.S. Dept. of Education.

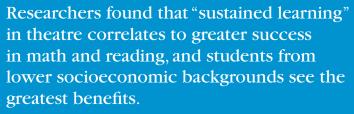
EA

In a 2005 Harris Poll, 93% of Americans said that the arts are vital to providing a well-rounded education for children.

Source: Americans for the Arts, 2005.

At-risk eighth graders highly involved in the arts have better grades, less likelihood of dropping out by grade nine, have more positive attitudes about school, and are more likely to go on to college.

Source: Arts Education Partnership summary of *Doing Well and Doing Good by Doing Art*, 2009.



Source: *Champions of Change: The Impact of the Arts on Learning,* Arts Education Partnership, 1999.

Classroom drama games increase literacy skills in young children. Source: *Critical Links: Learning in the Arts and Student Academic and Social Achievement*, Arts Education Partnership, 2002.

"The study of drama, dance, music, and the visual arts helps students explore realities, relationships, and ideas that cannot be conveyed simply in words or numbers." —Arne Duncan, Secretary of Education.

Source: *Reinvesting in Arts Education*, President's Committee on the Arts and Humanities report, 2011.

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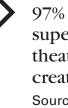
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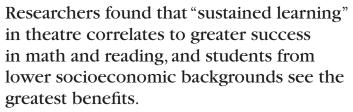
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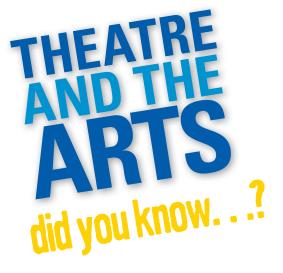
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There are nearly 24,000 K-12 school-based theatre programs throughout the United States. Source: MTD Marketing, 2011.

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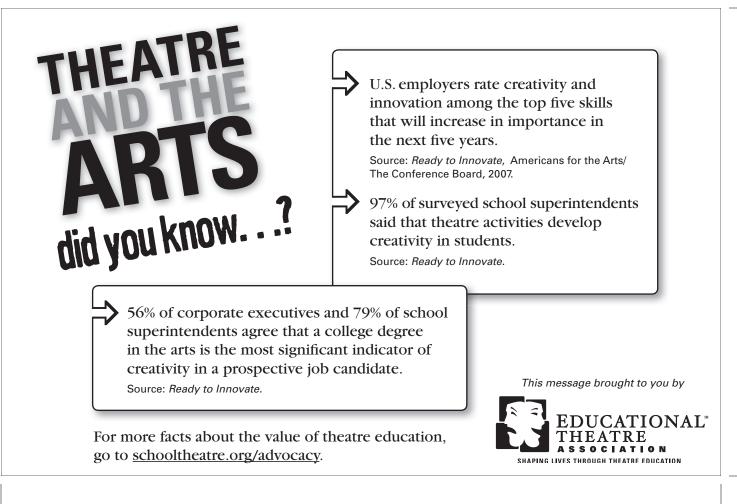
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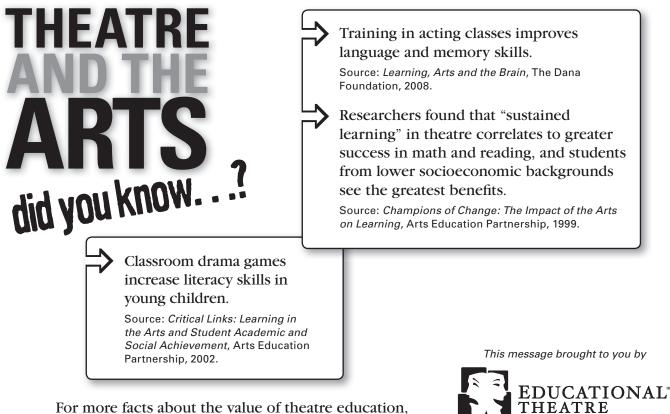
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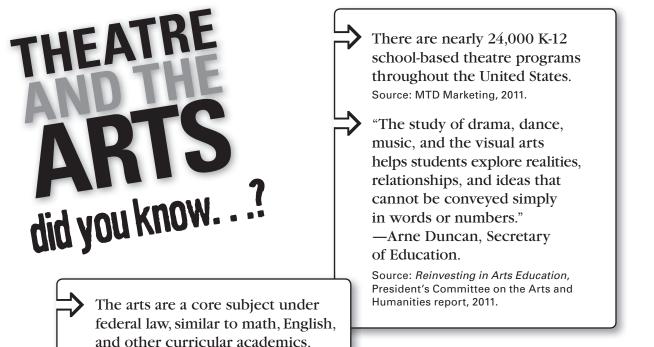
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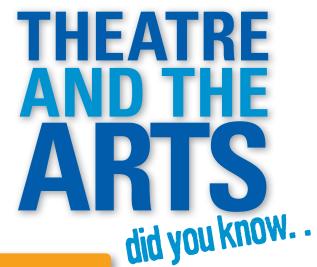
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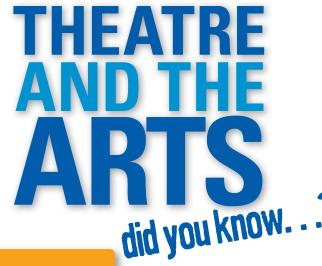
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#### DYK\_HP\_Vert\_4c\_ver5



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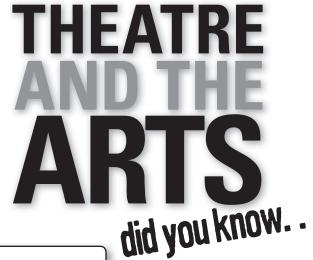
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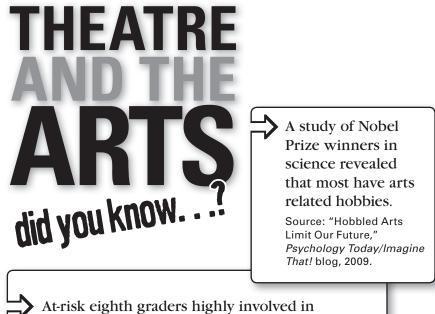
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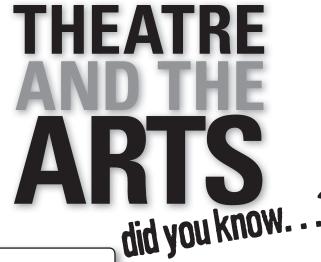
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