

*The following press release is an example of something cities may wish to distribute to local media outlets or post in the “news” section of their website.*

**[Mayor] accepts national challenge from the League of Canadian Poets.**

This **[March/April]**, **[Mayor]** will take up the national Poetry City challenge from The League of Canadian Poets. The challenge asks Mayors and city councilors across Canada to celebrate poetry by having a local poet read a poem in a public space.

On **[date]**, **[poet]** will read **[new poetry/from their book xyz/poetry composed for the occasion]** for **[attending Mayor/city councilors]** and the **[city]** community at **[location]**.

“The opportunity to facilitate spotlighting local poets is an honor” said **[Mayor]**. “The arts are essential to our community, and we are thrilled to be able to spotlight poetry with this challenge.”

The timing of the challenge is to align with World Poetry Day on March 21 and National Poetry Month in April. Poetry City provides Canadian cities with the opportunity to bring poetry into the public eye and showcase local talent. It’s way to recognize the valuable contribution poets and writers make to the cultural life in the community and to celebrate the leadership of so many of Canada’s council members that promote the arts and literacy through their political platforms

Initiated by Regina Mayor Pat Fiocco in 2012, the Poetry City challenge has been taken up in communities large and small across the country, from Whitehorse and Dawson City to Victoria and St. John’s.

UNESCO World Poetry Day aims to support linguistic diversity through poetic expression and create an attractive image of poetry in the media, so that the art of poetry will no longer be considered an outdated form of art, but one which enables society as a whole to regain and assert its identity.

National Poetry Month brings together schools, publishers, booksellers, literary organizations, libraries, and poets from across the country to celebrate poetry and its vital place in Canada’s culture.

To find out more about Poetry City, including how you could be a part of the celebrations, visit [poets.ca/poetrycity](http://poets.ca/poetrycity) or contact the League of Canadian Poets by phone or email. To follow along with the 2018 challenge, like the League of Canadian Poets on Facebook or follow @CanadianPoets on Twitter.