



**The All-American
Boys Chorus**
America's Most Beloved Boys Choir

⇒ PUBLICITY GUIDELINES

Before a concert by The All-American Boys Chorus, we often receive inquiries from the organization sponsoring the concert about how the Chorus's name should appear in pre-concert promotional material and in the program.

Below are guidelines for you or your organization's media relations staff, meant to be helpful in your efforts to promote an upcoming concert by the Chorus:

- The preferred formula for the Chorus's name in all promotional material (e.g., programs, advertisements, media releases, radio and TV announcements, social media, billboards, bulletin boards, posters) is as follows:

THE ALL-AMERICAN BOYS CHORUS

Under the direction of Wesley Martin

- We ask that you refrain from using any variation of the Chorus's name (e.g., Orange County's All-American Boys Chorus or Southern California's All-American Boys Chorus).
- Included in this packet is detailed background information about the Chorus's history and its program, as well as bios of the group's executive director and artistic director. A sample press release, focusing on the concert itself, is also enclosed. Note that much more information and high resolution images are posted at www.taabc.org. We encourage you to direct reporters and editors looking for more about the Chorus to the Media Center link on that site. To arrange interviews with Chorus principals, ask them to contact executive director Tony Manrique at (714) 708-1670 x11 or artistic director, Wesley Martin at (714) 708-1670 x12.

If you have any unanswered questions about concert promotion, contact us at our business office by calling (714) 708-1670 or e-mailing your query to info@taabc.org.