

## Sample Press Release

Use this model to let your community know about your classes.  
Fill in the blanks and send it to the local papers.

### FOR IMMEDIATE RELEASE

Contact: **your name**  
Phone: **your phone**

#### Local Artist Brings Revolutionary Jewelry Material to Students

          **your name**           of           **your town**           will be teaching a class at           **location**           on           **date**           in Precious Metal Clay, an exciting new jewelry material.

Precious Metal Clay, PMC, is a putty-like mix of silver powder, water and binder that makes it possible for almost anyone to make real silver jewelry in a matter of hours. PMC can be molded, textured, and layered with simple tools to make pendants, earrings, small sculpture — in fact just about anything! The work is dried and fired in a kiln where the water and binder are driven off to leave a unique object that is 100% pure silver.

Precious Metal Clay is the brainchild Mitsubishi Materials Corporation of Japan. PMC looks and feels like childrens modeling clay, though in fact there is no ceramic content at all. Instead, a nontoxic binder and water are mixed in careful proportions with extremely tiny particles of pure silver. The resulting material can be handled just like clay — it can be rolled, stretched, assembled, and cast. Since its introduction to the US in late 1995, PMC has found enthusiastic users among jewelers, polymer clay artists, beadmakers, hobbyists, and enamelists.

**Your name** \_\_\_\_\_ has been using PMC for **# of years** \_\_\_\_\_. He/She ... (tell about yourself: teaches art at the local high school, designs and markets a line of jewelry, teaches workshops regularly, etc.)

For more information or to enroll in the class, call           **phone number**          .

