



[Date]

[Recipient's Name]

[Position]

[Institution/Organization]

[Address]

[City, Country]

Dear [Recipient's Name],

On behalf of *ASSITEJ*, the International Association of Theatre and Performance for Children and Young People, I am reaching out to bring to your attention the fundamental right of children and young people to access art and culture, as recognized in Articles 13 and 31 of the *United Nations Convention on the Rights of the Child*. Upholding this right strengthens the holistic development of young individuals and international evidence demonstrates that arts and culture also foster resilient, inclusive, and vibrant communities.

In many parts of the world, children and young people face increasing barriers in accessing theatre and performing arts, such as the lack of specific cultural policies, insufficient funding, or the exclusion of arts from educational systems. However, we know that the arts have a transformative impact, providing shared experiences that open minds, inspire hearts, and help build more compassionate societies.

As part of the upcoming **World Day of Theatre and Performing Arts for Young Audiences**, to be celebrated on **March 20**, we invite you to actively join our global campaign, "**Take a Child to the Theatre TODAY.**" This effort aims to raise awareness of the importance of ensuring that children and young people can experience the unique power of the arts in their daily lives.

We urge you to:

1. **Join the March 20th communication campaign**, sharing messages that highlight children's right to access and participate in the arts. Supporting this cause through social media, media outlets, and institutional platforms will help amplify our message.
2. **Support your country's ASSITEJ National Centre**, as well as the professional sector of performing arts for children and young people, by fostering their sustainability, visibility, and social impact.



3. **Promote public policies and interdepartmental strategies** to ensure the inclusion of the arts in education curricula, the development of inclusive cultural programs, and proportional funding that reflects the demographic importance of children and young people.

4. **To disseminate the [ASSITEJ Manifesto](#)**, developed in collaboration with the more than 70 national centres that make up our network.



Your leadership can make a crucial difference, helping to open the doors of art and culture to younger generations, even in times of crisis. At ASSITEJ, we stand ready to collaborate on these initiatives and support concrete actions that promote the well-being and cultural rights of children and young people.

Thank you in advance for your attention and commitment. We hope you will join this global cause, and we remain at your disposal for any further discussions.

Yours sincerely,

Sue Giles
President of ASSITEJ International
ASSITEJ International
president@assitej-international.org

[ASSITEJ National Center Name]
[Position/Representation]
ASSITEJ Country
[Contact Information]