

[Sample press release for a **trend** related to *The Hot Pot Spot*.]

Contact:

Ima Jolica

The Hot Pot Spot

555-SPOT

ima@hotpotspot.com; www.hotpotspot.com

LOCAL CERAMIC STUDIO AIDS CLASSROOM LEARNING

National hobby organization releases independent study that reveals hands-on craft activities promote learning.

FOR IMMEDIATE RELEASE—The National Hobby Industry of America recently released the results of a study* that find hobbies and crafts have a significant effect on learning in elementary school students.

"We are always delighted when school groups come to our studio," remarks Ima Jolica, owner of The Hot Pot Spot located at 111 E. Greenville Blvd. "The students are always so attentive. We find that they can focus on their ceramics projects even more so than adults."

The Hot Pot Spot regularly schedules studio days for classrooms, from preschool on up. "The results of this study certainly make sense to us and to the teachers who bring their students in," notes Jolica. "Ceramics is a great teaching tool in math, art, even science."

The study surveyed 76 teachers and over 1,500 students across America. Key findings included:

- ~ Students who spend a greater proportion of their learning time engaged in hands-on projects scored significantly higher on writing and drawing knowledge application tasks.
- ~ The creativity and level of detail students demonstrated on the application tasks also indicated that the hands-on projects left many students with vivid and lasting understanding of both facts and concepts.
- ~ Student behavior and socialization skills improve when hands-on craft projects are undertaken.
- ~ 82% of teachers surveyed said that handcrafted projects help their students apply information in new or different situations.

One of many hands-on craft activities, the kind of ceramics techniques used at the paint-your-own-pottery studios like The Hot Pot Spot are easily taught to students of any age. "It's great to read about a study that says what we've know for a long time," laughs Jolica. "Ceramics is fun and educational at the same time!"

**Source: "The Academic Value of Hands-On Craft Projects in Elementary Schools"*

<http://www.hobby.org/library/pressreleases.html>

The Hot Pot Pot is located at 111 E. Greenville Blvd.. Hours: Tuesday through Saturday, 10am through 9pm. Contact The Hot Pot Spot at 555-SPOT for more details. The Hot Pot Spot is a member of the Contemporary Ceramics Studios Association. (ccsaonline.com)

We will be happy to provide details and photography or schedule a media visit. Contact Ima Jolica at 555-SPOT or e-mail Ima at ima@hotpotspot.com.