



Big Play: 27th March 9am-5pm

The Big Play is an opportunity to celebrate the work of West Midlands children, teachers and Music Services at scale. We have had more than 150 'One Minute of Music' films sent in, and we will be sharing and profiling these via social media: YouTube, Twitter and Facebook during the day on the 27th March. Between 9am and 5pm a One Minute of Music film will be released **every three minutes** on the Twitter and the Facebook West Midlands Music feeds.

How to get involved

- Subscribe to the Big Month of Music [YouTube Channel](#)
- Follow @WestMidlandsMu1 on [Twitter](#) and like on [Facebook](#)
- When your school's film is released and profiled, share it, comment on it, spread the musical joy!
- Always use the hashtag #BigPlay2020 – let's try and get it trending!
- If you are able to, share the information about your film with your staff and parent/carer community and encourage them to watch at home (or school if still open) with the children
- Watch some of the other films on the YouTube Channel and share what you like!

Sample text to send to parents/carers

Our school has been part of the [Big Month of Music](#), a region-wide initiative to celebrate the musical achievements of schools across the region. Our 'One Minute of Music' film that the children made showing music in their classroom will be shared on YouTube, Twitter and Facebook on Friday 27th March. This is a way of us sharing with a wide audience the brilliant musical life of the school, and our partnership with the local Music Service.

You could do the following:

- Subscribe to the Big Month of Music [YouTube Channel](#)
- Follow @WestMidlandsMu1 on [Twitter](#) and like on [Facebook](#)
- When our school's film is profiled: watch it with your child, share it, comment on it, spread the musical joy!
- There are 150 other films: you could encourage your child to watch some of the other films of children making music in the region
- If your child/children has an instrument at home, encourage them to keep playing!