



**PR Copywriting**— In partners, classmates were to select a hypothetical client they would prepare a press kit for. My classmate and I chose House of Blues Boston to organize its first annual fundraising gala to support the Music Forward Foundation, a not-for-profit organization that works to develop leadership skills in students, between the ages of 12 and 22 through music. This gala would be held to support the programs that provide underserved kids access and tools within the music industry. At the gala, bands Brick Wall and The Shift Key which came out of the Foundation's programs would be the opening act for Arctic Monkeys.