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ROCK
THE SCHOOLS 09

MEDIA RELEASE

Competition Announced with Boost Mobile Rock the Schools and MySpace

Sydney, 15 May: Boost Mobile Rock the Schools is set to launch the greatly anticipated annual 'MySpace and Boost Mobile Rock WA' competition on Wednesday 27 May. Highly regarded by the music industry, Rock the Schools nurtures the next generation of Aussie music talent with previous bands on the tour including; ARIA Award winning Operator Please and high-energy rockers Skybombers, Van She and Dash & Will. Up for grabs this year is the opportunity for a young Aussie band to join Boost Mobile Rock the Schools on the WA leg of the tour and perform at ten secondary high schools, as well as a host of other prizes with a total value of a cool \$40,000!

Boost Mobile Rock the Schools is a national annual tour now in its fourth year that travels to High Schools providing a FREE education on the diverse range of careers within the music industry including; tour and band management, sound and audio engineering and an insight into what it really takes to be in a band. The highlight of the day's events is when the school hall is transformed at lunch time into a live rock concert with one of the tours four chosen Australian independent bands performing for the entire school. For the bands this is an incredible platform for creating and building a fan base amongst the youth market.

Last year's Band Competition winners Here Come The Birds had an explosive year after winning the competition and touring WA with Rock the Schools. Here Come The Birds singer Dane Bates says, "We had an amazing time doing the Boost Mobile Rock the Schools Tour last year. The gigs were actually the first all age shows we had ever done and we weren't sure what to expect but nothing could have prepared us for the hundreds of screaming students we played to at every show. We signed autographs for nearly an hour after each show and still have some of the fans we met in our top friends on MySpace! Since Rock the Schools we have gone on to play a few of the major festivals around the country, gained regular airplay on JJJ and some of the major radio networks all the while keeping in contact with all of the great fans and friends we met through the tour."

For the opportunity to join the phenomenal Rock the Schools tour, bands will need to submit a video entry on the Rock the Schools MySpace site www.myspace.com/rocktheschools as to why they should win two weeks on the Rock the Schools tour. The competition will open for submitting entries on Wednesday 27 May and close on Wednesday 10 June. Criteria for bands entering, is that all members must be over the age of 18, no more than five members in the band and the style of music must be rock / pop.



FIVE Finalists will be chosen by Rock the Schools and public voting will commence on Monday 15 June. MySpace members will then be able to vote via polls for their favourite band with voting closing on Wednesday 24 June and the band with the most votes will win. The winning band will be announced on Friday 26 June and will join Boost Mobile Rock the Schools tour in WA from Saturday 1 August until Friday 14 August. Extra prizes for the winning band will include flights and accommodation provided by Boost Mobile, the latest digital piano from Casio music, Boost Mobile LG WebSlider mobile phones, and unlimited PR value and exposure.

ABOUT BOOST MOBILE ROCK THE SCHOOLS

Boost Mobile Rock the Schools launched its 4th annual national tour in Melbourne on 4 May. Not only does the tour give students an education in rock 'n' roll, but it is also an amazing insight into the inner workings of the music business.

The Tour is fully funded by sponsorship and strategic partners as well as social networking juggernaut, MySpace who have built a dedicated 2.0 MySpace profile housing all the information regarding the tour; including images, video updates and band tour diaries.

The daily tour program consists of a series of educational workshops on different aspects of the music industry, which is run by education partner, College of Creative Arts and Technology (CCAT) and an electrifying live performance from one of four bands (a lunchtime concert).

The Tour provides students with a new appreciation of the mechanics of putting on a live rock show and opens their eyes to the possibilities of how they could use their skills in the music industry. This is a hands-on learning experience of audio engineering, digital music production, and learning about career pathways in the music business. In the Band Workshop students have the amazing opportunity to have a Q&A session with a band they would have heard on the radio, to ask them questions about their music and what it's like to be in the music business.

Since 2006 Boost Mobile Rock the Schools has successfully toured over 170 schools and impacted over 130,000 students throughout metropolitan and regional areas in VIC, ACT, NSW, QLD and WA.

For media enquiries please contact;

SueMacMedia

Lisa Owen - Publicity Consultant

Contact: 0432 644 958 or lisa@suemacmedia.com.au

Sue McAullay - Director

Contact: 02 9905 8811 or sue@suemacmedia.com.au

www.myspace.com/rocktheschools

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