



## Communicating with Teenagers

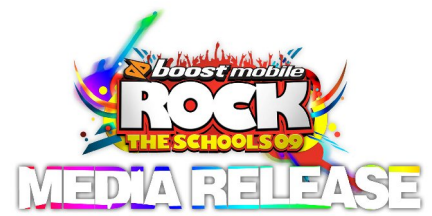
### Music Education with a Difference!

Now in its fourth year, Boost Mobile Rock the Schools will travel to 70 regional and metropolitan High Schools across Australia educating and entertaining students on the diverse range of careers within the music industry. The 15 week tour will commence in Melbourne on 4 May, visit schools in VIC, ACT, NSW, QLD and finish in WA on 14 August and will be online for students and youth every day. And in line with communicating with teenagers, tour components will be featured online, on mobiles through blue tooth, in magazines and retail outlets!

Boost Mobile Rock the Schools is fully funded by sponsorship and strategic partners enabling the program to be free to all schools and students. The sponsors of the 2009 tour offer a diverse range of services both to Rock the Schools and in communicating with the youth market; Boost Mobile, LG, Guitar Hero World Tour and SUPRÉ. Media partners this year are MySpace, Habbo, Girlfriend Magazine and educational partner College of Creative Arts and Technology.

Boost Mobile returns for a fourth year as naming rights sponsor of Rock the Schools. As market leaders in the youth pre-paid mobile market, Boost Mobile will be reaching and engaging students via a newly developed Rock the Schools WAP site, which enables students to download Rock the Schools videos, mp3, ringtones, images and wallpapers. Students can also access vouchers and free ring tones through Bluetooth transmissions live at each school event. Anthony Torr, General Manager Business Development at Boost Mobile said "The Rock the Schools Tour has become an integral part of our marketing events calendar. We're stoked to be involved with an initiative that combines both, educating students as well as promoting and supporting up and coming rock bands."

LG has come on board this year as the official mobile phone handset sponsor of the event. Nathan Dunn, General Manager of LG Mobile Australia says "We are very excited to be aligned not only with this event but also with Boost Mobile as they help to position our youth-oriented products to the youth market."



Every successful rock band has a legendary guitarist... and for the second year Guitar Hero will be on hand for all aspiring rock gods to test their abilities. At each school the Rock the Schools crew will demonstrate Guitar Hero World Tour – The Complete Band Game featuring lead guitar, drums, vocals and bass guitar. They will choose one aspiring guitar player to join them and have the opportunity to unleash their inner rock star and win a copy of Guitar Hero on Tour for the Nintendo DS. Activision Product Manager Peter Skjellerup said “We are very excited to team up with Rock the Schools for the second year running. It is an innovative program which captures and encourages the kid’s passion for music, which is exactly what Guitar Hero is all about.”

New sponsor this year is SUPRÉ, Australia’s leading female youth fashion retailer. They will bring their passion for fashion to Rock the Schools with a creative range of t-shirts supporting both Boost Mobile Rock the Schools and the bands that will be on tour. The bands were very involved in the creation of their t-shirts creating quirky slogans that reflect their individual styles. The t-shirts will go on sale from May with bands making guest appearances in stores to meet and greet fans as well as signing of the t-shirts. Cathy van der Meulen of SUPRÉ said “We are excited to partner with this initiative and bring the Supre brand alive in schools. Developing the T-shirt range will allow us to drive traffic in store as well as benefiting both the Rock the Schools brand and bands.”

MySpace, the world’s premier online social destination has joined the Rock the Schools tour again for 2009, this time with two newly developed Rock the Schools viral campaigns at [www.myspace.com/rocktheschools](http://www.myspace.com/rocktheschools). Both multi-tiered promotional campaigns are designed for self nomination followed a voting stage where finalists can utilise their social networks and rally their friends to vote for their school or band. The first promotional campaign launching Wednesday 1 April, MySpace and Rock The Schools are giving Australian high school students the opportunity to nominate their school to be a part of Rock the Schools 2009 tour, as well as a \$5000 voucher from Casio Music for their music department. Entries close 15 April, 10 finalists are chosen based on their entries and voting is open 22 April until 1 May with the winner announced 6 May. The second promotional campaign commencing 3 June is the Boost Mobile & MySpace Rock WA competition whereby one band will win the opportunity to play ten shows on the WA leg of the Tour, a prize worth over \$40,000 in production and media value.

Educational partner College of Creative Arts and Technology (CCAT) will explode the myths of the music industry, as students learn it’s not all guitars, fasttimes and rockstar mullets! Students learn about careers within the music industry such as publicity, artist representation, promoting and band and tour management. The audio and lighting



[WWW.ROCKTHESCHOOLS.COM.AU](http://WWW.ROCKTHESCHOOLS.COM.AU)



workshops give students a hands-on experience and new appreciation of the mechanics of putting on a live rock show. The workshops open their eyes to the possibilities of how they could use their skills in the music industry.

On-line social networking and virtual world community for teens, Habbo.com.au will be integrating Rock the Schools education and entertainment program into their world enabling thousands of teenagers to engage with Rock the Schools through workshop rooms, virtual meet and greet with bands, videos and competitions.

Long time partner of Rock the Schools, Girlfriend Magazine will be supporting the tour editorially including interviews with each of the bands as well as running a major promotion 'Win Claire Clarke performing in your Backyard' in their June issue.

The official website [www.rocktheschools.com.au](http://www.rocktheschools.com.au) is the main online destination for the program. Each day the website is uploaded with photos and daily video tour diaries and twice a week the bands will have an online live chat with kids who can ask them questions about being on tour.

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.

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