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ROCK
THE SCHOOLS 09

MEDIA RELEASE

A FREE Hands-on LIVE Music Experience for Aussie High School Students

Sydney, April - It's music education with a difference... inspirational live band performances and hands-on music industry experience! Commencing on May 4th, the annual Boost Mobile Rock the Schools tour will rock out at 70 regional and metropolitan High Schools with a FREE education on the diverse range of careers within the music industry including; tour & band management, sound & audio engineering and what it really takes to be in a band. Each school gym will be transformed at lunch time with a live rock concert and one of the four chosen Australian independent bands that will be on tour will perform for the entire school. The tour will kick off in Melbourne and then tour for 15 weeks through VIC, ACT, NSW, QLD and finish in WA on 14 August.

Now in its fourth year, Rock the Schools has grown in popularity and demand from both high schools and bands, with 70 schools on the program and four bands on the tour. This year, the tour will be equally divided between regional and metropolitan schools; "Our focus for 2009 has been to extend the tour to as many new students and schools as possible. Over 60% of schools that we are visiting will be new to the Rock the Schools experience and we are looking forward to inspiring and giving students in both regional and metro areas hands on approach to the music industry" said Nikki Smith, General Manager, School Tours Australia.

Highly regarded in the music industry, each year bands can apply to be a part of the tour which enables them to perform in front of thousands of teenagers. One of the bands rocking the schools in 2007 was ARIA Award winning Operator Please and in 2008 was Van She alongside Dash and Will and Amy Meredith. Each year the applications increase. There were in excess of 60 bands both local and international applying for the 2009 tour, and in support of new and emerging Australian artists, Boost Mobile Rock the Schools





has selected three independent, all-Australian bands each bringing a different dynamic to the tour. Diverse rock and pop band THE TAKE, melodic driven rock band STONE PARADE and edgy pop-rock artist CLAIRE CLARKE are the three who have been chosen for the tour this year. One very lucky band will win the opportunity to play at ten schools on the WA leg of the Tour via a competition run through MySpace in conjunction with Boost Mobile, a prize worth over \$40,000 in production and media value.

The education workshops are what make the Rock the Schools tour a unique and credible offering to schools. The workshops are run by education partner, College of Creative Arts and Technology. They educate students about the careers within the music industry such as publicity, artist representation, promoting and band and tour management. The audio and lighting 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.

"The whole day was fantastic! A credit to everyone involved. A well run and professional outfit. The students had fun and learnt about the dynamics of the music industry both behind and in front of the stage."

Mark O'Brien, Music Teacher, Port Macquarie High School, NSW

Today was so inspiring. The workshop was brilliant and really opened my eyes to how many opportunities there actually are in the music industry and Van She was rocking. Awesome!

Student, Urangan State High School, QLD

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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