



Media release
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Rock the Schools powered by A Brand Called Ed teaches students how to make it in the music industry

Rock the Schools has this year engaged with new sponsor *A Brand Called Ed*, and new educational partners - the Australian Institute of Music (AIM) and the Australian Government's National Drugs Campaign - for the free entertainment and education tour which will see *Cassette Kids*, *Finabah* and *The Violet Flames* tour high schools and perform across six states of Australia from May to August.

Cool stationery line *A Brand Called Ed* brings a fresh element to the rock'n'roll road trip which will reach more than 50,000 school students nationwide.

"*A Brand Called Ed* is excited to power *Rock The Schools* this year, and to bring some rocking good fun to high schools around the country," said Natasha Beck from Team Ed.

AIM is on board with the initiative to provide workshops for senior students in each school visited, providing students with an access all access look into the music industry.

"*The Australian Institute of Music* is very excited about being the education sponsor for *Rock the Schools* powered By *A Brand Called Ed*. We feel that this is a great opportunity to reach secondary school students and inform them of the many career paths and the value of higher education in music. This tour is a fun and informative way of getting students excited about careers and study in the music industry" said Louise O'Sullivan, Marketing Director of Australian Institute of Music.

Senior music students at each school are invited to a live sound workshop where they will learn about and develop skills in the latest digital technology; the Yamaha MC7L mixing console, followed by a sound check with the band. Students are then given an interactive master class on the industry standard recording software; Pro Tools.

These students are also given the opportunity to take part in a workshop facilitated by AIM on the varied careers available in the music industry, in fields ranging from business, production and composition. Upon completion of both of the workshops, students will receive a certificate of participation from AIM.

As well as educating students whilst on tour, AIM and *Rock the Schools* powered by *A Brand Called Ed* also assist up and coming music industry professionals by providing opportunities for past students of AIM to work on the tour.

Past AIM graduate Anatole Day will be the front of house sound engineer, along with Tim Walker; the assistant sound engineer and Marna Eringa; the tour co-ordinator, who have both also completed studies at AIM previously.

After working on the tour in 2009, Audio Engineering graduate; Neal Dennis, has returned in 2010 as tour manager and will be facilitating the music business workshop.



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“Rock the Schools powered by A Brand Called Ed is such a fantastic program that I couldn’t pass up the opportunity to get on the road again. It’s quite an amazing feeling to know that there is a program out there that aims to inspire kids to pursue their love of music as a career, not just a hobby. I feel privileged to be a part of a tour that is one of a kind, for the second time in 2010.” Said Neal Dennis of his involvement with the tour.

Another component of the tour initiative this year is the National Drugs Campaign, which aims to help young people understand the consequences of taking drugs and encourages and supports their decisions not to use drugs. It also provides information which can connect students to relevant support, counselling and treatment services.

As the only initiative of its kind in Australia, *Rock the Schools powered by A Brand Called Ed* aims to bridge the gap between the music industry and teenagers providing an access all areas view to the industry whilst exciting and inspiring the next generation of music industry professionals at a grass-roots level. Bands that have previously toured with the initiative include *Operator Please*, *Amy Meredith* and *Dash and Will*.

-ENDS-

For further information on *Rock the Schools powered by A Brand Called Ed* or to speak with AIM or Neal Dennis, please contact *IDENTITY PR*:

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KEY DATES

Cassette Kids (VIC & SA): 3rd May- 4 June
Finabah (VIC, ACT & NSW): 7 June- 2 July
The Violet Flames (NSW & QLD): 20 July- 10 August
WA Band (Perth, WA) 16 – 27 August

A Brand Called Ed is a fun new stationery range that features cool school essentials and quirky study accessories, including notebooks, pencil cases, highlighters, laptop bags, compendiums and magazine files.

Big on punch and personality, A Brand Called Ed is designed for total desk deck-out and will keep scholars sorted and stylish. It offers an awesome foursome of colours – blue, green, pink and purple – and a suite of sweet graphics, including kooky monsters and arcade-style characters.

A Brand Called Ed is hot classroom property and is available exclusively at Officeworks. For more information, please visit www.abrandcalleded.com.au



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