



Media release

For immediate release

### ***Rock the Schools powered by a brand called eD announces band line up for 2010***

Australia's longest running free entertainment and education tour, *Rock the Schools powered by a brand called eD* has announced three emerging bands to perform across seventy high schools in 2010. This year's exciting line up includes: Sydney indie pop band; **Cassette Kids**, QLD pop rock band; **Finabah** and Melbourne rock trio; **The Violet Flames**.

Cassette Kids, signed to Sony Music Australia, have most recently performed in March at the Good Vibrations Festival in Sydney, released their EP "Spin" which is playing across radio at present, and performed support spots for artists such as Lily Allen, The Presets, The Ting Tings and Crystal Castles in the past year. Cassette Kids will be kicking off the tour at high schools across Victoria and South Australia from 3<sup>rd</sup> May until 4<sup>th</sup> June.

*"We're so excited to be involved in such a great initiative and to be touring schools in Victoria and South Australia this year. We had no programs or education on the music industry of this standard whilst we were at school so its great that we can pass this onto the next generation of future music legends!"* said Katrina Noorbergen of Cassette Kids.

Rock band Finabah will continue the tour after a huge year in 2009 winning the rock category of Commercial Radio Australia's New Artists 2 Radio initiative (NA2R) and releasing their infectious track *"Everyone Jump (When they tell you how high)"*, which scored the number one spot on evening commercial radio during its week of release. Finabah will be rocking out with high school students across Victoria, Canberra and New South Wales from 7 June to 2 July.

Next up on the tour will be The Violet Flames, who will be performing throughout NSW and Queensland from 20 July to 27 August. The Melbourne rock act have performed in some pretty unique locations since forming in high school including in The Middle East with the Australian Defence Force, at a maximum security prison and as support for Bon Jovi during his 2008 Australian tour.

*"This year's line up shows such a high calibre of artists and we are very proud to be bringing these three fantastic bands on tour across Australia to the high schools involved"* said Nikki Smith, General Manager *Rock the Schools powered by a brand called eD*.

The new *Rock the Schools powered by a brand called eD* social media website has been recently launched and aims to engage both teenagers who receive the tour at their school as well as being a resource for students who have not experienced the program but are interested in having an access all areas guide to the music industry.

The site provides content on music related articles, an all ages gig guide, videos, photo galleries, a live community and the ability to share everything on facebook whilst also allowing students to upload their own content and have music industry professionals comment upon.



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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 include *Operator Please*, *Amy Meredith* and *Dash and Will*.

-ENDS-

For interview opportunities with any of the bands and Nikki Smith or for further information on *Rock the Schools powered by a brand called eD* 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](http://www.abrandcalleded.com.au)



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