



Media release

For immediate release

Rockin' the schools of Australia for five years

Since inception five years ago, Schools Tours Australia has firmly cemented *Rock the Schools* as the longest running free entertainment and educational tour program for high school students across the country.

Launched back in 2006 with a reach of thirty four high schools and one band over three states, *Rock the Schools powered by A Brand Called Ed* now visits seventy high schools across six states of Australia. The three independent bands confirmed to tour in 2010 include: *Cassette Kids, Finabah* and *The Violet Flames*.

Each year *Rock the Schools* visits 70% new schools allowing different students to experience this amazing program which not only provides a lunchtime concert for the whole school but also provides educational workshops on career pathways into the music industry facilitated by official education partner, The Australian Institute of Music.

Rock the Schools powered by A Brand Called Ed is fully funded by corporate and Government partners such as A Brand Called Ed, SUPRÉ, MIPI, The Australian Institute of Music, the Australian Government and its National Drugs Campaign, Girlfriend Magazine, Habbo and Channel V.

This year *Rock The Schools* has stepped up to introduce cool stationery label "A Brand Called Ed" to the line-up as the program's presenting rights sponsor, for the biggest and best tour yet.

By partnering with *Rock the Schools powered by A Brand Called Ed*, sponsors are able to align with a credible initiative that provides a platform to engage with the teen demographic through diverse channels both at the schools and in the media. Last year alone, the media campaign for the tour generated \$1.8 million in editorial coverage throughout the four-month program period, an increase from the \$200,000 media campaign first generated in 2006

"Rock the Schools has really evolved since 2006 and we are excited to be bringing this free tour to schools all around Australia for the fifth year in a row. Our new education partner for 2010, The Australian Institute of Music, has taken us to a whole new level in terms of the scope of content we will be teaching the kids including a pro tools interactive workshop, and as well as covering technical production and music business, the kids will also get the chance to talk with our band on tour. This tour is all about inspiring the next generation of music industry professionals" Nikki Smith, General Manager of School Tours Australia has said.

The new *Rock the Schools powered by A Brand Called Ed* social media website launched on March 1 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 the students to upload their own content and have music industry professional's comment upon.



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As well as inspiring the next generations of talent to pursue the music industry, *Rock the Schools powered by A Brand Called Ed* has the ability to support up and coming band by exposing them to a vast target audience across the country. *Stone Parade*, who toured in 2009, reached the number three spot in the Myspace Charts as one of the most searched bands in QLD at the time. Other popular bands that have previously toured include *Amy Meredith*, *Operator Please* and *Dash and Will*.

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.

Rock the Schools powered by A Brand Called Ed will be running from May to August this year, visiting over seventy schools across NSW, ACT, VIC, SA, QLD, WA.

-ENDS-

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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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