

**MEDIA RELEASE**

**3 May 2010**

**Aussie students set to rock**  
*Tour to inspire future music industry players*

Today marks the 2010 launch of *Rock the Schools powered by A Brand Called Ed*, the longest running free entertainment and educational tour program for Australian high school students. For a fifth consecutive year, MIPI has supported the tour which seeks to inspire young music students interested in a career in the music industry by providing free lunch-time concerts, interactive technical classes and educational workshops on the business of music.

The national tour kicks at a high school in Melbourne before visiting 70 schools across Victoria, South Australia, New South Wales, the ACT and Western Australia. Since it began, the tour has more than doubled its student audience and expanded across the country.

“Five year on and MIPI continues to be a vocal supporter of *Rock the Schools* because it’s a fantastic opportunity to connect with young people with a keen interest in the music industry,” said Sabiene Heindl, General Manager of MIPI. “We’ve found that teens who have a good understanding of how the music business works have a greater appreciation for the time, creativity and money artists put into creating their music and as a result, their respect and support for music starts at a young age.”

This year’s tour runs until August and features up-and-coming bands *Cassette Kids*, *Finabah* and *The Violet Flames*. Previous tour bands have included such successful acts as *Operator Please*, *Dash and Will* and *Stone Parade*.

MIPI recognises that teaching youth about the music industry is integral to reducing music piracy in Australia. As part of its ongoing strategy to combat music piracy in Australia, MIPI engages in a number of educational programs by partnering with programs like *Rock The Schools powered by A Brand Called Ed* to ensure that students, music users and the wider community are aware of the impact of music piracy and the need to support artists and songwriters.

**For interviews with Sabiene Heindl, MIPI contact:**

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**About MIPI**

Music Industry Piracy Investigations Pty Ltd ([www.mipi.com.au](http://www.mipi.com.au)) is the anti-piracy organisation for the Australian music industry. MIPI represents close to 125 music labels through their association, ARIA and over 1,700 music publishers and songwriters through their association, AMCOS.

MIPI operates a toll-free piracy hotline on **1800 06 16 16** and a report piracy form that can be accessed at [www.mipi.com.au/report\\_piracy/report.htm](http://www.mipi.com.au/report_piracy/report.htm).