

MEDIA RELEASE

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Rock n' learn respect for creativity

Sydney high school students are set to rock 'n learn at the third annual *Boost Mobile Rock The Schools powered by Schwarzkopf Taft FULL ON and LIVE Colour Tour*, an educational and entertaining initiative, supported by Music Industry Piracy Investigations (**MIPI**), that brings up-and-coming Australian bands to schools for a lunchtime concert, followed by inspiring workshops on the ins and outs of the music industry.

The Sydney leg of the tour kicks off today at Barrenjoey High School on Sydney's Northern Beaches, where students will rock to indie pop duo **Dash and Will** before getting lessons on the world of music, including insight on writing and creating music, managing the music business, and an overview on technical career paths within the industry.

For the third year in a row, MIPI has supported the *Boost Mobile Rock The Schools* tour through a workshop component dedicated to respecting creativity, where students learn about the time and energy artists invest in song creation, recording and touring.

"Through the *Boost Mobile Rock the Schools* Tour we want to help young people understand and respect all the hard work that goes into making music and encourage them to keep supporting music, so it keeps on coming," said Sabiene Heindl, General Manager of MIPI.

The *Boost Mobile Rock the Schools* 2008 line-up includes *Amy Meredith, Dash and Will, Van She, Angelas Dish* and *Fast Crew*. This year the Tour will impact more than 50,000 teens visiting 70 schools throughout Queensland, New South Wales, Australian Capital Territory, Victoria and Western Australia and runs until August 2008.

MIPI continues to recognise 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 *Boost Mobile Rock The Schools* 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.

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About MIPI

Music Industry Piracy Investigations Pty Ltd (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.