

**MEDIA RELEASE**

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## **MIPI SUPPORTS ROCK THE SCHOOLS AN EDUCATION IN ROCK AND ROLL**

To ensure that students across Australia are aware of the impact of music piracy, Music Industry Piracy Investigations (**MIPI**) recently partnered with the organisers of the inaugural Australian **Rock The Schools** tour to develop and implement an education module focused on music piracy today.

**Rock The Schools** is an educational initiative that entertains and inspires high school students throughout Victoria, NSW and Queensland via high intensity live music performances at over 30 schools – over 30,000 high school students will attend the program. The performance featuring the NZ band, Goodbye Nurse is followed by an educational workshop covering topics of interest to students; including writing and creating music, managing the music business, and an overview on technical career paths within the industry. MIPI's contribution saw the introduction of a component in the program relating to protecting music, artists and the industry as a whole by supporting legitimate music products.

MIPI recognises that teaching students about the music industry is integral to reducing piracy in Australia. As part of its ongoing strategy to combat music piracy in Australia, MIPI intends to further develop its education programs by partnering with programs like Rock The Schools to ensure students, music users and the wider community are aware of the impact of music piracy and the need to support legitimate music products.

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**About MIPI**

Music Industry Piracy Investigations is the organisation representing the interests of Australia's music industry, by providing investigative and intellectual property rights enforcement related services to the music industry.