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PLAYAIR – A CAMPAIGN FOR KIDS MADE OUT OF THIN AIR!

Australians are being asked to record their best air guitar moves in a national fundraising campaign to help charity organisation, The Song Room, deliver vital education and development programs for more than 20,000 disadvantaged children each week.

Launched this month, the inaugural PlayAir campaign has been developed and designed by leading Melbourne communication agencies BADJAR Ogilvy, Yello and DTDigital to put real instruments in the hands of those who need them.

The campaign also seeks to highlight the huge number of children from disadvantaged and marginalised communities who have little or no access to music or art programs and materials despite the significant benefits gained.

"Research has proven that learning music improves educational and social development for young people, yet over 700,000 kids across Australia have nothing but air to play!" said The Song Room's CEO, Caroline Aebersold.

Celebrity PlayAir supporter and musician, Dylan Lewis said "music has had an enormous positive impact on my life. This is a fantastic campaign...."

Celebrated Australian musician and TV celebrity Mark Holden said: "Music is a vital aspect of all our lives, especially in a child's development. I have been a long-time ambassador of The Song Room's important work."

To take part in the PlayAir campaign, people are encouraged to upload their best air moves or vote for their favourite online 'rock god' video clip at www.playair.com.au before 16th August with the chance to win some fantastic prizes. These include a Fender guitar, iPods, a Sony 40" LCD TV, a trip to the 2010 ARIA Awards at the Sydney Opera House and more.

Alternatively, anyone can donate online or buy their very own 'Air Instrument' at JB Hi-Fi, Spotlight or Allans Music to raise funds to help The Song Room.

JB Hi-Fi CEO, Terry Smart said: "JB Hi-Fi is proud to be a supporter of The Song Room. Music in education has proven to be very important for personal development, and by us selling Air Instruments in our stores we are helping get that message out there..."

Steven Carey, Spotlight Head of Corporate Affairs said "At Spotlight, community support is extremely important to our business and all our team members. The Song Room's PlayAir campaign is an initiative that we are excited to support through our Australian stores. We hope that all Australians get behind it to make a significant change to the many children in disadvantaged communities."

The Song Room is a national not for profit organisation that provides free, tailored, long-term music and arts-based programs for children in disadvantaged and high need communities. The Song Room programs are based on research and have been demonstrated to improve educational and social outcomes and to help schools create and sustain their own music and arts programs.

BADJAR Ogilvy, Yello and DTDigital are part of Ogilvy Group Melbourne and STW Group, Australia's leading marketing content and communications services group.

For Further Information Contact:

Lynda Soklich, Fundraising & Development Manager

P: 03 9495 6422 M: 0419 621 159 E: lynda@songroom.org.au

Caroline Aebersold, CEO, The Song Room

P: 03 9495 6422 M: 0408 388 156 E: caroline@songroom.org.au

Donate / Participate: www.playair.com.au

More info on The Song Room: www.songroom.org.au



Engaging Young People Through Creativity

C1.28 Abbotsford Convent, 1 St Heliers Street, Abbotsford, VIC 3067

P 03 9495 6422 F 03 9495 6433 E enquiries@songroom.org.au W songroom.org.au ABN 68 790 325 760