



For Immediate Release

PlayAir – Selling air for music’s sake!

Approximately three in four Australian children do not have access to specialist music education at school, leaving them with nothing but ‘air’ to play.

From the 26th September 2015, for six weeks, people across Australia can purchase a PlayAir Air Instrument from their local JB Hi-Fi store in a national fundraising campaign to support charity organisation, The Song Room. Each \$2 Air Instrument purchased helps The Song Room deliver vital music and arts education and development programs to children across Australia.

With a line-up of well-respected Australian musicians supporting the campaign, PlayAir highlights 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. Participation in the arts gives young people a positive experience of learning that transfers to other areas of their education, it also engenders positive connections with their peers and community, and it is a valuable medium for cultural sharing and cohesion”, said The Song Room’s CEO, Caroline Aebersold.

“My biggest love is song writing and performing. I never thought I’d be fortunate enough to have a career in music. Amazing things can happen if you have the courage to just step up on the stage and start performing. That’s what makes PlayAir so great.” - Claire Bowditch

By purchasing an Air Instrument you can help put a *real* one in the hands of a child who needs it.

The Song Room is a national not-for-profit organisation that brightens the futures of Australia’s most disadvantaged children with tailored, high-quality music and arts programs, delivered in partnership with schools across the country. The Song Room also provides innovative, curriculum-aligned online arts education to over 5,000 Australian schools through the free ARTS:LIVE platform.

PlayAir runs from 26th September to 8th November, 2015.

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Engaging Young People through Creativity

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