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The Song Room – ‘Creative Kids, Brighter Kids’ Premium SMS campaign

Music makes kids brighter. Yet three in four Australian children still have nothing but air to play. Simply text SONGROOM to 1999 7664 to donate \$5 and help put real instruments in the hands of children who need them.

Giving to The Song Room has never been easier. For the first time ever, with the help of the major telcos, Telstra, Optus and Vodafone, Australians are able to donate via SMS with a \$5 tax-deductible donation added to their mobile telephone bill.

This pilot program, over a decade in the making, has overcome issues of cross-platform coordination and billing issues in order to streamline the donation process. The telcos are not charging a fee to provide this service for the duration of the pilot, ensuring that 99 cents in every dollar goes towards helping children in need.

To donate, simply text the keyword ‘SONGROOM’ to 1999 7664. The donation is charged directly to the customer’s mobile phone bill to shows up in their usage history.

Donations received by The Song Room are used to put instruments in the hands of children who will benefit greatly from experiencing the life changing impact of music and the arts in their schooling. The Song Room’s in-school music and arts programs are proven to lift academic performance, school attendance and social-emotional wellbeing.

The Song Room’s ‘Creative Kids, Brighter Kids’ campaign runs from 1st November 2015 till 31st December 2015.

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.

For Further Information Contact:

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Engaging Young People through Creativity

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