



For Immediate Release

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## Jimmy Barnes Lends His Iconic Voice to The Song Room's PlayAir Campaign

Australian rock idol Jimmy Barnes is getting behind a national campaign to raise funds for The Song Room's music and arts programs that are bridging education gaps for disadvantaged children.

**PlayAir**, The Song Room's most popular annual fundraiser, highlights the fact that three in four Australian children miss out on specialist music education at school, leaving them with nothing but 'air' to play.

Campaign partner JB Hi-Fi are selling 'Air Instruments' in stores nationally for \$2 to help put real instruments in the hands of children who need it. JB Hi-Fi **staff** are also getting into the spirit of the campaign by offering **free air guitar lessons** to customers in store. JB's GM of Store Operations, Jay Hinton says, *"Our teams really get behind PlayAir. The campaign fits the JB DNA perfectly and this year we're on track to sell more Air Instruments than ever before."*

Play Air is live now and runs until **2 October 2016**.

Jimmy Barnes, who will launch a biography titled 'Working Class Boy' this month, says offering his support to the cause was an easy decision. *"Music has always played such an important role in my life. When I was young it meant everything."* He says.

Children who participate in The Song Room's program for just six months are proven to have better results in reading and maths; attend school more often; and are happier, healthier and better connected to their school community.

*"Playing air guitar is fun, but nothing beats the real thing for children's learning and development. We consistently see the positive impact music and art can have on schools trying to re-engage with their students. We're so excited to have Jimmy come onboard to help us raise awareness and much needed support."* - Caroline Aebersold, CEO, The Song Room.

View the spot featuring Jimmy Barnes / Produced by Department of the Future (DOTF) here:  
<https://vimeo.com/180689267>.

**The Song Room is a national not for profit organisation that provides face to face, long-term music and arts-based programs for children in disadvantaged and high need communities. The Song Room also provides innovative, curriculum-aligned online arts education to over 75% of Australian schools through the free ARTS:LIVE platform. Our vision is that all Australian children have the opportunity to participate in music and the arts to enhance their education, personal development and community involvement.**

For Further Information Contact:

**Steve Harris. M:** 0408 557 170 **E:** [steve@songroom.org.au](mailto:steve@songroom.org.au)

More info on The Song Room & PlayAir: [www.songroom.org.au](http://www.songroom.org.au) | [www.playair.com.au](http://www.playair.com.au)



Engaging Young People through Creativity

Street Address Level 5, Building K, 32-50 St John Street, Prahran, Vic, 3181  
Postal Address The Song Room, 144 High Street, Prahran, Vic, 3181

P 03 9521 3990 F 03 9521 3993 E [enquiries@songroom.org.au](mailto:enquiries@songroom.org.au) W [songroom.org.au](http://songroom.org.au) ABN 68 790 325 760