



Awareness Shows^{PTY LTD}

"Music changes people, people change the world" www.awarenessshows.com

"Awareness Shows" are wellbeing based educational rock shows toured to High Schools. Performed by Rich Latimer (solo show) or his rock band Very Unique Existence.

Suggested curriculum areas include: PE/PD Health / Welfare & HSIE (NSW) or SOSE (QLD) & CAPA

VISIT www.awarenessshows.com & WATCH THE NEW INFO VIDEO NOW!

What makes it so Effective?

ONLY EDUCATIONAL MUSIC PERFORMANCE OF its KIND!

"Awareness Shows" are *curriculum linked*, educational rock shows, toured to High Schools. Topics include; social & emotional wellbeing, drink driving, drug & alcohol issues, self esteem, depression, bullying, violence, abuse, loss & bereavement, social & environmental consciousness, positive thinking & decision making. These Shows are the only music delivered, edutainment performances of their kind. Developed in consultation with Paul Johnson, co-founder of Brain Storm Productions, this new, contemporary & innovative approach is a first to use music as culturally contextual & real world learning. Thousands of students have been positively impacted!

"Rich Latimer's genuine positive messaging comes across strong and impactful in his music and words. Students learn on all different levels. Reaching youth through music is a unique educational open door. Students flock to hear him!" - Sherry Watkins
E15 Coordinator

Rich Latimer: developer of the "Awareness Shows" programs was first discovered performing on Youtube & asked to be involved with one of the largest positive decision making educational programs in the USA, *Every 15 Minutes*, performing solo to over 4500 students on his first 2010 tour. He has since been asked to return each year! Rich has lived & experienced many of the issues in the show firsthand, & has assisted siblings through these issues as well. He works as a student support worker at Evans River High School where he has designed his own positive behaviour programs. Rich has worked at TAFE, UNI, & High School. He holds both an Education & Multimedia Degree along with a range of other certificates in instructional design. His passion is unfaltering & felt at each show!

STUDENTS KNOW THIS IS REAL!

The most defining & powerful advantage of "Awareness Shows" is that students know it is real. The performances are based on real experiences & events, **true stories, delivered as powerful songs & learning!**

MUSIC IS THE MESSENGER!



Music is one of the most powerful & influential youth communication tools. Over 95% of students own an iPod or music playing device! When surveyed 100% of students said they "are influenced by music & look up to the artists as role models" & 90% could recite the lyrics to their favourite songs! Music impacts students emotionally & changes youth attitudes & beliefs at a deep level.

WHOLE SCHOOL EVENT, LONG LASTING LEARNING & RESULTS!


Designed to be delivered as a whole school event to students from Yr7 to Yr12, thereby maximising school-wide learning, impact & value for money. The whole school community is impacted, instead of just a small group. Students connect the songs to the learning outcomes & the positive messages are reinforced every time they listen to the music! We also maintain communication with students via online social networking, to support continued positive decision making. The results have been amazing, with many young people reaching out & seeking the help they need after a show & online, for a range of issues as outlined above. Students also join in after a show to share their thoughts & support each other on improved life style choices on the Rich Latimer & Very Unique Existence Fan Club "Share your Story" forums!



Show Options & Costs


 There is no cost to your School for the Awareness Shows! Students pay a \$5 entry fee which is to be collected in advance by the school & a wristband issued (we supply wristbands thanks to ). Minimum attendance/deposits apply. However, most Schools choose to pay outright, subsidise the fee or deduct from student fees. Part proceeds of CD or Merchandise sales will be donated back to your school as part of Rich Latimer & Very Unique Existence's "Positive Consciousness Rock" ethos. Lyrics are provided free!



 **Rich Latimer 'Solo Awareness Show':** this show is an acoustic rock version of the full band Awareness Show. It covers the broad range of topics as described above & there are two different shows with different sets of songs to allow for two shows within the one year. The show runs for 40mins (approx 1 period) with an additional 1 period or (lunch time) allocated for student discussion time, plus CD signing. Topic specific workshops for year levels are available, & at times Rich brings special guest speakers; contact Rich for details. See video here: <http://tinyurl.com/23f5zq7>

 Minimum Attendance 200 Students OR Minimum Fee: \$1000



 **Drink Driving 'E15 Awareness Show + Video':** in this show students watch a live re-enactment of a drink-driving crash produced in the USA on a \$250,000 budget as part of the www.every15minutes.com program. Inspired by the story of Rich's little brother's drink-driving accident, see video here: <http://tinyurl.com/26stpvj>

This video demonstrates the harsh reality of drink driving consequences and is based around "Taylor's Song" - a song that Rich sang as a prayer to Taylor each day in the ICU ward when he was given no chance to live. The video is shown first, leaving audiences unsure as to Taylor's fate & deeply impacted by the visuals. Rich then speaks & performs re-enforcing the drink-driving message. There is an option at times for Taylor (who is a miracle survivor) to also speak & perform when available. The show runs for 80mins (approx 2 periods) with an additional 1 period or (lunch time) for student discussion time allocated, plus CD signing.

 Minimum Attendance 400 Students OR Minimum Fee: \$2000



 **Very Unique Existence ROCK BAND 'Awareness Show':**

this show is one of the biggest drawcards for students, being a full rock concert with a professional sound & lighting show: see video here: <http://tinyurl.com/23wmlsx> It covers the broad range of topics as described above & there are two different shows with different sets of songs to allow for two shows within the one year. Many students are aware of Rich Latimer's band "Very Unique Existence" (V.U.E.), as the band saw Top 20 status on Video Hits last year with their song on bullying & self esteem "Take it Easy" see: <http://tinyurl.com/28j5kqx> & with the new single Taylor's Song about to hit radio. V.U.E. have played with some of the biggest names in Australian music, Wolfmother, Rogue Traders, Butterfly Effect, Mental as Anything, Kate Miller Heidke to name a few. The show is powerful & impacting - perfect for larger schools or schools where attendance to "health & wellbeing programs" is low. Students actually want to attend this event, with it achieving 300% more attendance than similar educational events! The show runs for 80mins (approx 2 periods) with an additional 1 period or (lunch time) for student discussion time & CD signing.

 Minimum Attendance 600 Students OR Minimum Fee: \$3000

Bookings & Further Information

Bookings = **Lesley Noakes**: / Ph: **02 801 13 702** / Email: lesley@awarenessshows.com

Further Information = **Rich Latimer**: / Ph: **0410 183 670** / Email: rich@awarenessshows.com





What are Teachers saying?

" South Grafton High had the 'Awareness Show' – with Rich Latimer & his band Very Unique Existence at our school. They delivered a very entertaining show and gave powerful messages to the students. The format of a singer or rock band helping with PDH/PE message is a good one and I believed it worked well in our school. The show stimulated a lot of discussion in PDH/PE classes after the show. It was a successful event for our school. Our principal was so impressed in fact that he has booked the show for 2011 and will pay for the whole school to attend! " -**Terry Laybutt Head Teacher PDH/PE South Grafton High School**

" 'Awareness Shows' What a terrific concept! I am constantly amazed at the human spirit in turning "scars into stars" by taking an episode of personal pain and bringing it out for the better good. What honour and creativity! " - **SW www.every15minutes.com**

" We appreciate your courage to share and demonstrate your pains and artistic talents with us. It was exceptionally heartfelt and bruising. "We got it – it does not make any sense at all to drink drive", said a student sitting behind me in the gym after listening to you ".-**Dr Adeginka Fashokun – Deputy Principal Clayton Valley High School- USA**

" The Awareness Show is an excellent medium for reaching our youth. Our students enjoyed the music immensely whilst at the same time absorbing some very important messages. Strong messages about making positive and safe choices in life are emphasised by the real life experiences of the band members. It is wonderful to see young people taking on this type of responsibility and looking out for each other " . –**Mrs V. Nichols (HT Welfare) Grafton High**

" The drug and alcohol Awareness Show that you presented was very well organised and presented in a way that our students listened and heard the message you were giving. Your music & the work it is doing is very important " .-**Kate McClatchy – Principal – Mt Diablo Olympic High School-Concord-California-US**



What are Students saying?

" I just want you to know that what you guys did for me in that concert gave me the strength to keep fighting my mental illness & not to just throw it all away " . – **Jackson Year 9**

" Thanks Rich your music helped me through & really a hard time in my life & to get some help, now I am staying in school & it's all good, thanx so much! lol " . – **Elissa Year 7**

" Hi Rich, my name is Shelby Andrews and I am a junior at Clayton Valley. I just wanted to say how deeply I was affected by the drink driving video & awareness show and your involvement with E15. I'm unsure as to whether you have worked with them in the past but I feel your presence & music performance today was extremely valuable to many of the students at Clayton who, otherwise, would have had a difficult time relating to the program on a deeper level. Thank you " . – **Shelby Year 12**

" Hey I just wanted to let you know that today was awesome and I think that what you're doing for us is a really great thing. I know some people, and myself didn't fully understand some of the consequences of things and you guys and your music really had a big impact on me. I hope you go on to help other people realise what can really happen to you out there in the big world and also that they see how awesome you are too! thnx so much :) " . – **Molly Year 10**

" Rich I wasn't kidding about that CD what makes your music a thousand times better is the fact that one its meant to help people two your honest three your an awesome singer " . – **Trevor Year 8**



What are Parents saying?

" Congratulations on your Awareness Shows & interest in today's youth, it is pleasing to see someone is trying to relate to them with a medium like music & not take their individuality away from them! I only wish there were more positive people like you who enjoy giving back to the community for the sake of the youth who just need support because life has not been too kind to them " . - **Kylie Lines (Proud Parent)**

" On behalf of parents all over the world I want to thank you & support you in this excellent use of your music in reaching out to influence our children into making positive choices, and dealing with life's struggles, you really are going to save some peoples children's lives & i hope they appreciate that! " . – **Gus Kramer (San Francisco City Coroner)**

