



Awareness Shows^{PTY LTD}

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

"Awareness Shows" are real world education on social, emotional & environmental topics delivered as music shows & toured to Schools around the world. Performed by real artists with real messages.

Social and Self Awareness Show Options

Suggested curriculum areas include: PDHPE / HSIE / SOSE / CAPA / Health & Welfare
visit www.awarenessshows.com & watch the videos!

FAQ: WITH SO MANY PROGRAMS WHY AWARENESS SHOWS?

The National SOCIAL AND EMOTIONAL LEARNING Curriculum for High Schools in Australia requires they deliver "consistent opportunities for knowledge and skill application beyond classroom lessons" in the following areas: Self Awareness, Social Awareness & Positive Choices. Awareness Shows has a unique edge & ability to inspire students to actively seek out this type of knowledge & implement it in their lives outside the classroom. The music acts like an emotional loud speaker using real artists with real stories/songs, which students see as role models not just some "presentation". This results in students deeply connecting to the concepts & being more willing to absorb the information. Students are then connected to excellent resources online as part of our (retained engagement strategy) "that was awesome, the messages were in the music, you could feel it" JG -Yr10

ONLY EDUCATIONAL MUSIC PERFORMANCE OF its KIND!

"Awareness Shows" are *curriculum linked*, educational music shows, toured to Schools. Topics include; Social & Self 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

MORE TESTIMONIALS AVAILABLE!

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. To gain firsthand experience within a school environment he worked for 3 years as a student support worker at Evans River High School where he designed his own successful positive behaviour programs & worked with many at risk youth. Rich is a musician & an educator, he has taught at TAFE, UNI, ACE, Primary & High School. He holds both an Education & Multimedia Degree along with a range of other certificates in instructional design. This year he has been **invited to the Department of Education's National Youth Rock Awards as a guest judge & speaker**. 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!

The shows are suitable for students from Yr8 to Yr12 & ideally designed to be delivered as a whole-school event; however there are customisable options for year levels. 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, at school & online, for a range of issues. Students also can reach out to organisations like, Beyond Blue, Kids Help Line & stay in touch & informed via the Awareness Blog & our (**online retained engagement strategy**) which releases regular information & resources for students continued development in these areas.





Show Options & Costs

 There is no cost to your School for the Awareness Shows! Students pay a \$7.50 entry fee which is to be collected in advance by the school. Minimum attendance/deposits apply. However, most Schools choose to pay outright, subsidise the fee from budgets or funding 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. Special negotiations made with schools on the Low SES List.



Solo Social & Self Awareness Show: this show is an acoustic & intimate version of the Social & Self 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: <http://ow.ly/8QJAm>



Minimum Fee: \$1125 = Min 150 Students (extra students welcome at \$7.50 each)



Drink Driving Multimedia Awareness Show: 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://ow.ly/8QKw6> This video demonstrates the harsh reality of drink driving

consequences and is based around "Hearts Embrace" - a song that Rich sang as a prayer to his brother each day in the ICU ward when he was given no chance to live. The video is shown first, leaving audiences unsure as to his fate & deeply impacted by the visuals. Rich then speaks & performs re-enforcing the drink-driving message & moving into the broad range of Social & Self Awareness topics. There is an option at times for his brother (who is a miracle survivor) to also speak & perform when available. The show runs for 40mins (approx 1 periods) with an additional 1 period or (lunch time) for student discussion time allocated, plus CD signing.



Minimum Fee: \$1125 = Min 150 Students (extra students welcome at \$7.50 each)



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://ow.ly/8QJJH> 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" their new 2012 single Hearts Embrace is on Music Max & 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) ideally ending before (lunch time) to allow for student discussion time & CD signing.



Minimum Fee: \$5625 = Min 750 Students (extra students welcome at \$7.50 each)



Bookings & Further Information

Ph: **02 8005 6704** / Email: info@awarenessshows.com / Mob: **0410 183 670**





What are Teachers saying? (many more available on request)

" 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)**

