



**AIB to sponsor music business challenge for transition year students
30th October 2003**

AIB today announced its sponsorship of a business game with a difference - AIB BlastBeat. AIB BlastBeat challenges transition year students to set up Mini Music Companies (MMCs) – and then promote and market bands in their schools, resulting in a Battle of the Bands competition. The challenge will involve 18 schools across Ireland and 108 school bands. The two top groups in the Battle of the Bands competition from each school will then be marketed by their relevant MMC. The bands will go forward to perform in the regional play-offs and if successful they will compete in a national final in May 2004. The top MMC will win a €5,000 cash prize, while the winning group will be offered a recording deal.

Angela Drum, Marketing Manager, AIB Youth Strategy, said: "AIB BlastBeat requires students to be self-driven, making all their decisions and running their own affairs. The MMCs will interact not only with their educators and peers but also with their families and local businesses. AIB is delighted to support this innovative project."

A website www.aibblastbeat.com is being developed that will host the 18 MMC websites. This will enable the public to follow the progress and activities of the challenge.

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