



**MEDIA RELEASE**

for immediate release

20<sup>th</sup> October 2008

## Music Festival to Help Tibetan Refugees

On 22 November, The Beats That Give Back Music Festival returns to Sydney's South Curl Curl Surf Life Saving Club with an epic lineup of Aussie bands and DJs, this time raising money to help Tibetan refugees in North India.

The Beats That Give Back (TBTGB) is a registered charity that celebrates the gift of giving through music, performance and rhythm. This year The Beats That Give Back will be raising funds to buy urgently required food, medicine and equipment for recently arrived Tibetan refugees in North India. These Tibetan's have crossed the Himalayan Mountains on foot with almost nothing, escaping brutal oppression in the Tibet Autonomous Region. The majority of Tibetan's who flee their homeland arrive in Nepal or Northern India and make their way to a 'refugee reception centre'. It is the refugee reception centre in McLeod Ganj (India) that The Beats That Give Back will visit and deliver their most urgently needed supplies.

The Beats That Give Back volunteers are traveling to Northern India in December to go to the reception centre and purchase supplies ensuring that donated funds go directly to those that need it the most. All TBTGB volunteers fund their own flights and traveling expenses personally. All net proceeds from the festival are used to purchase and provide the food, equipment, medicine that these refugees so desperately need.

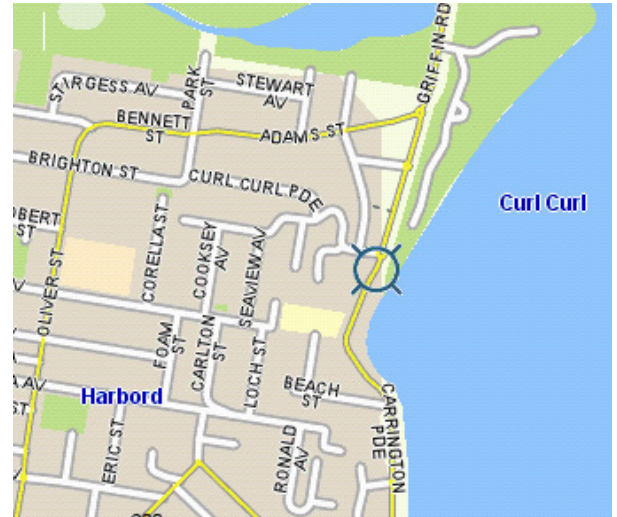
At TBTGB festival, our talented and generous line up of bands and DJ include: [Jumbledat](#), The Landlords, The Sniffer Dogs, Lemonade, The Pachamamas and DJ Clique. See website [www.beatsthatgiveback.org.au](http://www.beatsthatgiveback.org.au) for more details and to buy tickets or donate.

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# THE BEATS THAT GIVE BACK

## Event Details

**Event Name:** The Beats That Give Back Festival  
**Date:** 22<sup>nd</sup> November 2008  
**Where:** South Curl Curl Surf Life Saving Club  
(Carrington Parade, South Curl Curl)  
**Time:** 4.00pm till midnight  
**Tickets:** \$25.00 online or \$30.00 at door if not sold out as expected

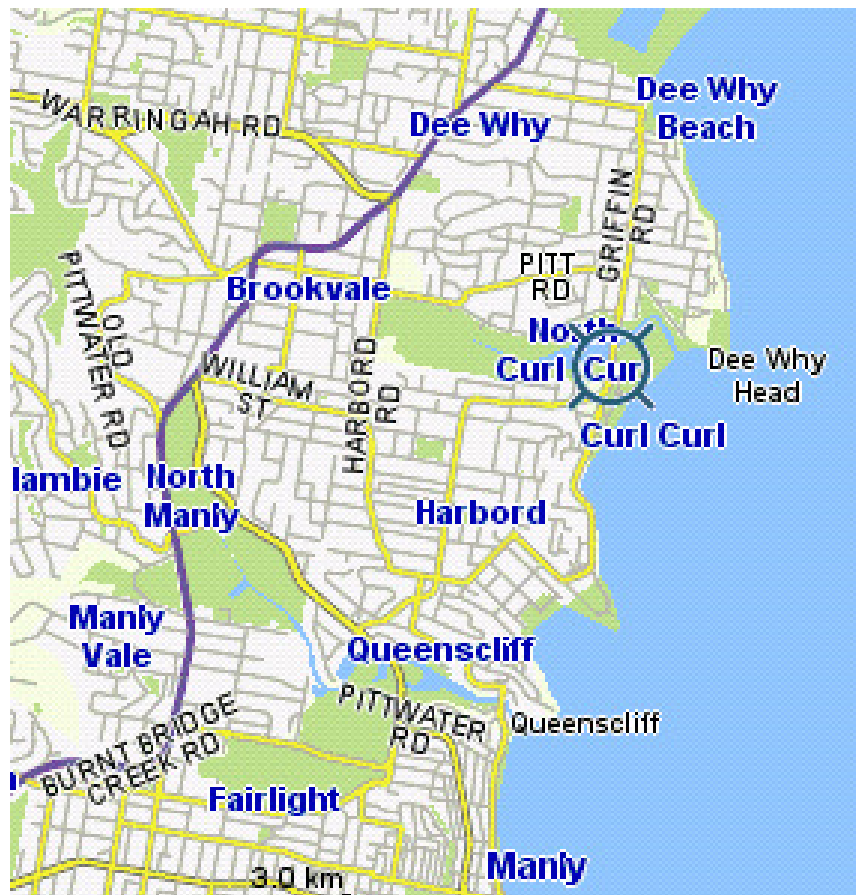


## Contact

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## Pictures

Pictures of previous events can be found on our TBTGB Facebook page: [TBTGB FaceBook Page](#) or on our [website](#) at or requested by email at: [bron@beatsthatgiveback.org.au](mailto:bron@beatsthatgiveback.org.au).



# THE BEATS THAT GIVE BACK

## BACKGROUND

The vision of The Beats That Give Back is to provide young people with an opportunity to give to a cause to better of humanity and do it in a fun way. It aims to celebrate the gift of giving through music, performance, the beach and rhythm.

The festival, held in the last days of spring celebrates the *gift of giving* – whereby the performers and organisers who are involved donate their time and talents for this worthy cause. The festival setting overlooks South Curl Curl, one of Sydney's most beautiful beaches and includes drummers, fire dancers, bongos, congas, DJ's and bands as well as a fully stocked bar and BBQ.

Let's overcome the greatest impediments to charity: the "What's in it for me?" syndrome and "Where does my money go?" questions. Tickets are very limited so buy tickets online now to avoid missing out. Visit the website at [www.beatsthatgiveback.org.au](http://www.beatsthatgiveback.org.au)

## RELEVANT ISSUES AND RESEARCH

The issues facing many young Australian's in relation to donating to charitable organisations is the doubt surrounding where the funds actually go, and rightfully so. This is why The Beats That Give Back never hands over money to people or organisations but arranges volunteers to travel to the area that The Beats That Give Back is supporting and purchases the most urgent supplies.

Concern over charity fund allocation, in conjunction with the omnipresent "What's in it for me?" question are two major impediments that stop people donating money to charitable organisations. The opportunity to break such attitudes and barriers presented itself after conducting quantitative and qualitative research in relation to these issues. The Beats That Give Back research showed 28% of 20-40 year olds gave between \$2.00 and \$50.00 to charity annually and 28% gave between \$50.00 and \$200.00. In addition to this approximately 50% of those surveyed spent an average of \$50.00 to \$100.00 on their Saturday night out, closely followed by 30% that spend \$100.00 -\$200.00. This led to the realization that it is possible to harness some 'going out money' and redirect it to worthy causes that alleviate human suffering and protect the biodiversity of our planet. This way patrons are able to give to a worthy causes and get something in return: a brilliant musical performance at one of Sydney's most fun festivals in the November sun.