

For Immediate Release: 15 October 2020

## Aussie Music To Get A Workout In Gyms This November

With no live shows or touring, Australian musicians have been hit hard by the pandemic but Nightlife Music, with their extensive reach in the fitness segment, is getting behind them - making **Australian music the soundtrack to gym workouts** across Australia this November.

In collaboration with nationally recognised celebration **AusMusic Month**, Nightlife is shining the spotlight on Aussie artists in a month-long campaign designed to drive **consumer engagement** with Australian music via their **crowdDJ® platform** in gyms.

Gyms are the focus of the campaign due to the positive connection between music, fitness and mental health benefits. During these times it could also be said that gyms are the new nightclubs and dancefloors!

During November, gym-goers have the opportunity to support and discover more Australian music than ever before with Nightlife's award-winning **music request app, crowdDJ®**. Downloaded more than 300,000 times and used in over **1600 fitness sites** across Australia, crowdDJ®, makes it easy for fitness-fanatics to identify homegrown talent on the app and kiosks by marking each song with their green and gold **Australian Played** logo.

*"We know our clients love it when their customers engage with the music on crowdDJ®. We've designed the technology so that gyms' customers can easily identify what is Australian music and connect to their favourite artists and songs for their workouts."*

*- Mark Brownlee, Co-Founder/Managing Director.*



Figure 1. Image credit: Dom Dolla

It is this connection that has also earned crowdDJ® its place as a **discovery tool for Australian music**. Australia has some of the most talented artists in the world, and with more than **800,000 song selections** made with crowdDJ® in the past 30 days, Aussie artists like **Dom Dolla, Nina Las Vegas, FISHER** and **Baker Boy** are being put centre stage.

*"We're programming more Aussie music into our playlists than ever before and helping consumers support local via our in-app discovery lists."*

- Matthew Lymbury, Head of Music and Content.

Through **discovery lists**, **onscreen messaging** in gyms and a series of **collaborations with artists**, Nightlife Music is proud to be soundtracking homegrown talent in the fitness sector this AusMusic month.

For more information on Nightlife Music, visit [nightlife.com.au](http://nightlife.com.au).

**Campaign hashtag:** #australianplayed #crowdDJ

**Associated hashtags:** #ausmusicmonth #ausmusicshirtday #aussiemade #listenlocal

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## Key Release Points

- Nightlife Music is extending its **support program for Australian musicians** this November in a campaign designed to drive **engagement with Aussie music in gyms**.
- Gyms are the focus of this campaign due to the positive connection between music, fitness and mental health benefits, with key messages to be displayed on their TV screens and shared on social media networks.
- Australian musicians will feature heavily on the **crowdDJ® app and kiosks**, and a range of artists will demonstrate how to pick and play their music with crowdDJ® via the **#australianplayed** hashtag.
- Gym-goers will easily **discover more homegrown artists** than ever before, just by looking for the Australian Played logo when they choose a song to workout to.

## Sample Soundtrack

Listen to **Aussie Workout** here:

<http://bit.ly/AussieWorkout>

## Image Library

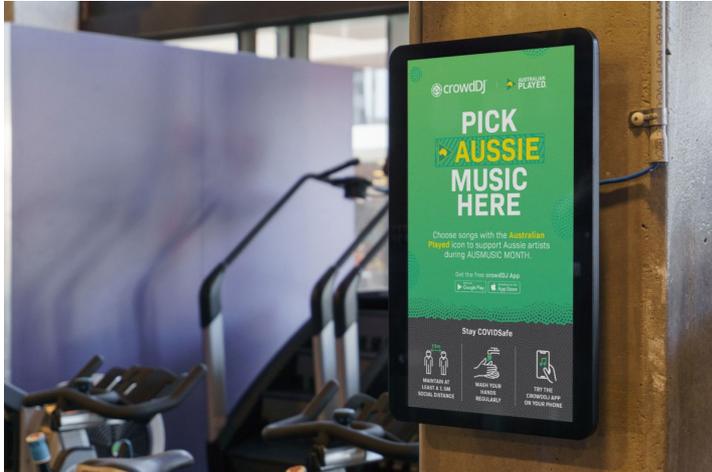


Figure 2. AusMusic Month is set to get a fitness workout with crowdDJ

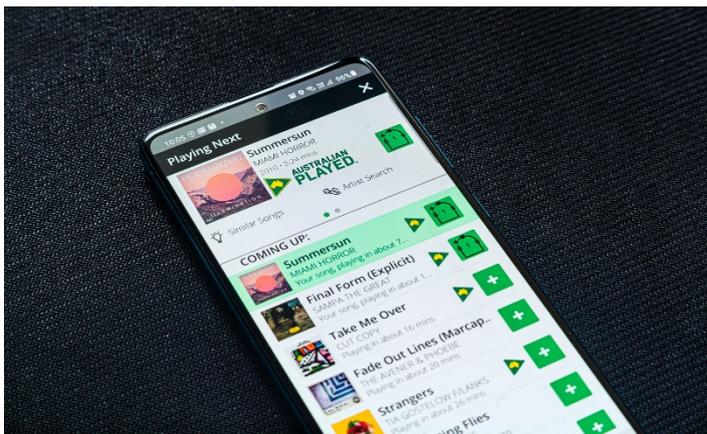


Figure 3. Aussie artists get a lift in gyms with crowdDJ

Download full size images here:

<https://bit.ly/2SMrtHu>

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