

= Send It On (Disney 's Friends for Change song) =

" Send It On " is a song performed by American recording artists Demi Lovato , the Jonas Brothers , Miley Cyrus and Selena Gomez . The group , billed as Disney 's Friends for Change , stems from Disney 's environmental initiative of the same name . " Send It On " was written by Adam Anders , Nikki Hassman , and Peer Åström and produced by Anders and Åström . The song was released on August 11 , 2009 by Walt Disney and Hollywood Records as a promotional charity single in order to benefit international environmental associations . In regard to the song and the campaign , the six singers noted that it is a good cause and that it is one dear to them . The ballad is lyrically about passing on an environmentalist message .

The song garnered mixed to average reviews from critics , who noted that the lyrics make no mention of the environment . The song received airplay only on Radio Disney and peaked at number twenty on the Billboard Hot 100 . The corresponding music video has all four acts singing into microphones on top of a brightly lit stage and running across a park setting where many children are following them . Demi Lovato , The Jonas Brothers , Miley Cyrus and Selena Gomez all showed great vocal performance for the song .

= = Background = =

Initially known as " Pass It On " , the song was written by Adam Anders and Nikki Hassman in collaboration with Peer Åström . The four artists went through several recording sessions in early April 2009 . Each person shared their opinion in regards to the song and Disney 's Friends for Change in an interview with Access Hollywood . Joe Jonas said that the song is one with a " great message . " He added that the song is about helping the Earth in whichever way possible and that it is mainly about letting " everyone know . " Joe Jonas said the song even reminds oneself to be more eco @-@ friendly . Gomez stated ,

" If I could describe the feeling of performing ' Send It On , ' it would have to be very empowering . It 's more of a power you can 't control . It 's very sweet and it 's got a message behind it . And I think that 's what makes it really beautiful , because it 's not just about us wearing cute clothes and performing on the stage , it 's about us giving this message . "

Cyrus mentioned that her favorite part to record was the line " One spark starts a fire . " Cyrus said she " loved " the line because it was true for her and that if children send on the message , everyone will know . She also believed that they were " encouraging kids to do it " , which she found inspirational . Lovato stated : " It 's very important to us to be good to the environment " and that the song is a part of a " big movement " that they are attempting to achieve . Kevin Jonas said it was a " big honor " and that " the vibe [...] is great " because they have " all known each other for years now . " Nick Jonas said that the song is just about " taking those tiny steps " that could make the Earth better .

= = Music , vocal arrangements and lyrics = =

The song is set in common time with a ballad tempo of 90 beats per minute . It is written in a key of A major . The group 's vocals span three octaves , from F # 3 to E5 . The song has the following chord progression , A ? F # m ? C # m ? E5 .

The song is sung from a first person viewpoint , allowing an audience to " internalize " the message ? which involves everybody ? by singing the word " we " together . " Send It On " commences with acoustic guitars and then transitioning to violins . Miley Cyrus and Nick Jonas together sing the first verse , " A word ? s just a word till you mean what you say . " Then the two sing the first chorus together . Demi Lovato and Joe Jonas then sing main lines of the second verse with the other group (Miley Cyrus and Nick Jonas) singing , " If we take the chances to change circumstances . " Then , Selena Gomez and Kevin Jonas also join in the second chorus and sing the third verse . For the rest of the song the six of them sing . The overall theme and message of the song is to encourage to pass on the environmental pledge ; this can be heavily interpreted from the lines : " Just one spark

starts a fire . "

= = Release = =

Snippets of the song was first heard as the opening theme for commercials that aired on Disney Channel in regards to Disney 's Friends for Change . " Send It On " later debuted on Radio Disney on August 7 , 2009 . Later on August 11 , the song was released digitally , via iTunes Store . Disney will direct 100 % of the proceeds from " Send it On " to environmental charities through the Disney Worldwide Conservation Fund (DWCF) . The music video premiered on Disney Channel on August 14 and the day later to Disney.com and ABC . On August 15 , a digital extended play was released to the iTunes Store , featuring the song , its music video , two commercials in regards to the project that aired on Disney Channel and a digital booklet .

= = Reception = =

= = = Critical reception = = =

" Send It On " received average critical reviews . Bill Lamb of About.com stated : " The song may sound a bit tedious . It 's not likely to be much more enduring than the typical American Idol winner 's finale song . However , the purchase of this song is for a very good cause . " Gina Sepre and Whitney English of E ! said that the song was Disney 's take on " We are the World " by a super @-@ group billed as USA for Africa , a group which included successful acts such as Michael Jackson and Diana Ross . Leo Hickman of The Guardian criticized the artists as hypocritical and the song 's lyrics as ineffective , noting that " there are no references at all to the environment to be found within the song , " as opposed to Cyrus 's song " Wake Up America " from her second album which he mentioned was more influential .

= = = Chart performance = = =

The song received mediocre airplay due to it not being released for mainstream radio and only Radio Disney . However , the song debuted at number nine on Hot Digital Songs which led to it making into the Billboard Hot 100 , issue dated August 29 , 2009 . " Send It On " debuted and peaked at number twenty in the Hot 100 . It then fell to number twenty @-@ one , and stayed on for three more weeks before falling off .

= = Music video = =

On June 6 , 2009 , Lovato confirmed to be on set of the corresponding music video to the song , via her official Twitter account . The music video to " Send It On " was first seen on Disney Channel on August 14 , 2009 , and on ABC Family on April 22 , 2010 .

The music video begins with Miley Cyrus and Nick Jonas sitting on the edge of a dark stage where Nick , also playing the acoustic guitar , and Miley singing the first verse . The video then changes to the two walking onto the brightly lighted stage , singing the chorus , and then being joined by Demi Lovato and Joe Jonas who sing the second verse . The entire group is then shown on the stage as they sing the chorus . Kevin and Joe Jonas then remove a curtain covering the background of stage to reveal a sky @-@ painted backdrop in which Selena Gomez and Kevin Jonas proceed to sing the third verse . The ending of the video follows the entire group running out of a large stage door and through a " park @-@ like " setting while finishing the song . A crowd of minors also begin running behind the group . The video ends with the group jumping onto and sitting on a couch in the middle of the park with the crowd stopping in the background .

= = Track listings = =

U.S. Digital Download

" Send It On " - 3 : 26

U.S. Digital EP

" Send It On " - 3 : 26

" Send It On " (Music Video) - 3 : 25

" Join Disney 's Friends for Change " (Video) - 0 : 45

" Register and Pledge " (Video) - 1 : 31

= = Charts = =

= = Release history = =