

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

FOR IMMEDIATE RELEASE**Press Contact:**

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND AND BOSS EVENING WITH LEGENDARY GUITARIST ANDY SUMMERS AT THE GRAMMY MUSEUM® A HUGE SUCCESS

Fans Around the World Can Still View This Special Sold-Out Event by Tuning in to the Roland/Boss Facebook Live Stream

Los Angeles, CA, April 10, 2017 — On Thursday, March 23, 2017, an intimate audience of 200 at the GRAMMY Museum® in Los Angeles, plus a global audience via Facebook Live, were treated to a special up-close-and-personal evening featuring Andy Summers, multi-GRAMMY® Award-winner and legendary guitarist from The Police.

The sold-out event was sponsored by Roland and BOSS, who recently presented Summers with their Lifetime Achievement Awards. Roland Corporation U.S. VP of Marketing Chris Halon welcomed the audience, saying, “We’re so happy to support Andy Summers in celebration of his new solo album and are honored to be celebrating the 40th anniversary of BOSS compact pedals this year with him. Andy, the BOSS family is grateful to you for entrusting our musical instruments to create such an extensive catalog of amazing music.” Halon then introduced the evening’s host, GRAMMY Foundation Vice President Scott Goldman, who remarked, “[Summers] redefined the role of a guitarist in a power trio. His textural approach to the instrument opened ears and made huge impact on guitarists across the musical spectrum.”

Goldman led a lively conversation with Summers about his illustrious career, his approach to songwriting, photography, and his new album *Triboluminescence*, which was launched on Flickering Shadow Productions on March 24. During the conversation, Summers noted his interest in technology and how it helped define his sound. He reminisced about his early years, noting, “If we go back in time to the very early days of the Police, I was genuinely interested in seeing how I could color the sound of the guitar, and make it really interesting for an hour and half that we were on stage. That whole period was filled with color, not just barre chords and heavy fuzz. Roland were very good to me in those days, and I was using the Space Echos and their pedals, and all the guitar stuff they made. So things like ‘Walking on the Moon,’ that’s all BOSS pedal stuff.”

The live audience was invited to help conclude the conversation as Summers fielded some of their questions with candid and humorous responses. After the questions, noted guitar journalist and editor-in-chief of *Guitar Player* magazine, Mike Molenda, was invited on stage to surprise Summers with a presentation of *Guitar Player*’s Certified Legend Award for 2017.

Summers, who is also an award-winning songwriter, composer, and noted photographer, then shared a multimedia presentation consisting of a slide show of his original photography while he performed solo selections from his new album, including “Triboluminescence” and “Adinkra.” After the performance, Summers graciously greeted his fans and signed CDs in the GRAMMY Museum store.

Fans around the world can still view the evening's festivities by tuning in to the Roland/BOSS Facebook Live stream [here](#).

About Andy Summers

Multi GRAMMY® Award-winning artist ANDY SUMMERS rose to fame in the late 1970s and early 1980s as the guitarist of the legendary award-winning, multi-million-selling rock band The Police, recognized as the most successful and critically acclaimed group of the era. SUMMERS' innovative guitar sound was a key element of the band's popularity, creating a new paradigm for guitarists that has been widely imitated in the decades since.

Not one to ever rest on his laurels, SUMMERS launched a prolific solo career that continues to this day, positioning him on the cutting edge of musical innovation – all the while following his passion for music as he keeps diligently busy writing, touring and recording in the studio.

Triboluminescence is Summers' 14th solo album and is a collection of new tracks reflecting the style that he has evocatively dubbed "New Exotic." It reflects Summers' penchant for endless layers, rich tone, sound loops, and his love of jazz. The tracks showcase his abilities not only as a guitarist, but as a drummer and percussionist as well.

His awards and honors include induction into the Rock & Roll Hall of Fame and the Guitar Player Hall of Fame, multiple GRAMMY® Awards, the Prog Guiding Light award in 2016, the Roland & BOSS Lifetime Achievement Award in 2017, the Key to New York City, an honorary doctorate from Bournemouth University, the Chevalier De L'Ordre Des Arts et Des Lettres by the government of France, and dozens of other accolades. For more information, visit <http://andysummers.com/>.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit www.Roland.com or see your local Roland dealer.

About The GRAMMY Museum®

The GRAMMY Museum is an independent, 501(c)(3) non-profit organization created as a partnership between The Recording Academy and AEG. Paying tribute to music's rich cultural history, the 21st century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the GRAMMY Awards, the premier recognition of excellence in recorded music. The GRAMMY Museum features 30,000 square feet of interactive permanent and traveling exhibits, with four floors of dynamic and engaging multimedia presentations, and is located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver. In addition to its Los Angeles location, the Museum opened its first GRAMMY Museum outside of Los Angeles in Cleveland, Miss., in March 2016. Also in 2016, the Museum opened the GRAMMY Museum Gallery® at Musicians Hall of Fame in Nashville, Tenn. In January 2017 the Museum announced its plans to open the first international GRAMMY Museum in Sanya, China, within the next three years. Later this year the Museum will debut the GRAMMY Museum Experience™ Prudential Center in Newark, N.J. For more information, please call 213-765-6800 or visit www.grammymuseum.org . For breaking news and exclusive content, follow @TheGRAMMYMuseum on Twitter and Instagram, and like "The GRAMMY Museum" on Facebook.