



Press Release

FOR IMMEDIATE RELEASE

## Roland Proudly Participates in the Susan G. Komen® Los Angeles MORE THAN PINK Walk



*More than 35 individuals joined the Roland Team to help raise funds for critical patient services in the community.*

**Los Angeles, October 17, 2022** – Roland Corporation recently supported [Susan G. Komen](#)®, the world's leading breast cancer organization, by participating in the Los Angeles MORE THAN PINK Walk on Saturday, October 8, 2022. This was the first time in more than two years the in-person walk could be held in Los Angeles due to the pandemic, and goals were set to raise funds that support breast cancer patients in the community needing critical services like screening and diagnostics.

More than 35 individuals joined Team Roland in support of the organization, collectively raising thousands of dollars in donations going directly to Susan G. Komen. The Roland team was invited to be part of the Top Team Village area at L.A. LIVE!, a space for top fundraising teams to gather and celebrate on walk day. Roland exceeded their \$2,500 fundraising goal and treated other teams to giveaways, a live DJ set, and demos of [V-MODA Crossfade 2 Wireless x Susan G. Komen headphones](#).

"Susan G. Komen has made incredibly positive impacts on thousands of individuals affected by breast cancer in our community and as a corporate fundraising team of this year's L.A. MORE THAN PINK Walk, we can further the mission to save more lives," said Tony Price, CEO Roland U.S and CSO Roland North America. "We are grateful for everyone who came to participate and support those who are facing the disease now, celebrate survivors, and honor those we've lost. Thank you to everyone who helped in making this event a success!"

"Roland's generous support results in additional funding towards research that brings us closer to the cures for breast cancer and patient programs that help patients now. This year's LA Walk and the work we do every day is made possible by the participation of companies like Roland," said Courtney Jurado, Executive Director of L.A. Susan G. Komen.

Susan G. Komen will continue to host MORE THAN PINK Walks throughout the fall in a wide variety of cities across the country. To find the locations and dates for any nearby upcoming Walks or Races, please visit <https://www.komen.org/how-to-help/attend-events/race-for-the-cure/>.

To support the fight against breast cancer, Roland/V-MODA, together with dealer partners, will donate 30% of the sales price for each headphone from this collaboration directly to Susan G. Komen® through March 31, 2023.

Hi-res images from the Los Angles MORE THAN PINK Walk 2022 are available in the press kit [here](#).

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#### **About Roland Corporation**

For 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer. Follow us on [Facebook](#), on Twitter (@RolandGlobal), and on Instagram (@RolandGlobal).

#### **About Susan G. Komen®**

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit [komen.org](https://www.komen.org) or call 1-877 GO KOMEN. Connect with us on social at [www.komen.org/contact-us/follow-us/](https://www.komen.org/contact-us/follow-us/).

#### **Press Contact:**

[Raneisha Stassin](#)

Max Borges Agency

+1 (415) 361 2282  
[roland@maxborgesagency.com](mailto:roland@maxborgesagency.com)

**Company Contact:**

Rebecca Genel  
Global PR/Media Relations Manager  
Roland Corporation  
+1 (323) 890-3718  
[rebecca.genel@roland.com](mailto:rebecca.genel@roland.com)