



Press Release

FOR IMMEDIATE RELEASE

BOSS Presents Independent Music Store Month in Partnership with AIMM



Month-long nationwide campaign supports 144 independent music retailers with special in-store pricing, national sweepstakes, and a comprehensive retail marketing program

Los Angeles, CA, October 1, 2026 — BOSS, in partnership with the Alliance of Independent Music Merchants (AIMM), today announced the launch of **Independent Music Store Month**, a nationwide October celebration designed to drive musicians into local music stores and support the independent retailers that remain an essential part of the music-making community.

Taking place throughout October at **144 participating AIMM independent music stores nationwide**, the campaign brings together special in-store opportunities, national digital marketing, retail point-of-purchase materials, and a consumer sweepstakes. All built around a simple message:

Local Gear. Real Experts. All October Long.

"Independent music stores have always played an incredibly important role in helping musicians discover the right instruments, sounds, and tools," **said Dave Dickerson, Roland's vice president of independent sales in the U.S.** "BOSS and our parent company, Roland, are continually looking for meaningful ways to support independent music retail. We love what AIMM and its dealers represent; the expertise, relationships, and sense of community that you simply can't replicate anywhere else. Independent Music Store Month is about celebrating that while giving musicians another great reason to walk through the door."

More Reasons to Shop Local

Working closely with AIMM and participating dealers, BOSS has developed a month-long program designed to create excitement both nationally and inside individual stores.

While specific offers vary by participating retailer, BOSS has worked with the group to help make **some of the lowest prices of the year available on select products** during October.

Participating stores are also receiving a comprehensive suite of **BOSS and Roland point-of-purchase and marketing materials**, including Independent Music Store Month signage, sweepstakes posters, product hang tags, consumer Scratchers, and a full library of ready-to-use social, email, web, display, and digital advertising assets.

The goal is to give independent retailers the tools to make the national campaign their own—online, in-store, and within their local music communities.

"We're thrilled to see a program like this! It takes real conviction to support independent dealers at a national level. It's certainly not the easiest route, but it means a great deal to the dealers and to the musicians who find so much value in shopping at these unique, special places. To see that kind of support from a global player like BOSS and Roland speaks volumes about their values and their belief in this channel," added **Adam Levin, General Manager, Chuck Levin's Washington Music Center.**

Scratch, Enter and Win

Independent Music Store Month also gives musicians the opportunity to win one of two national prize packages from BOSS and Roland.

Customers can pick up a **free Sweepstakes Scratcher** at participating independent music retailers. After scratching to reveal the entry code, customers can visit LocalMusicShop.com/boss to enter for a chance to win either:

BOSS Ultimate Stage Package — \$3,070 value

A complete BOSS guitar setup featuring the Katana Artist Head Gen 3 and Katana Cabinet 212 Waza, along with a collection of BOSS effects, performance tools, pedalboard, cables, and accessories.

Roland Electronic Artist Kit — \$3,970 value

An electronic music performance and creation setup featuring the TR-1000 Rhythm Creator, JU-06A Sound Module, K-25m Keyboard Unit, VT-4 Voice Transformer, and EX-4 Expression Pedal.

No purchase is necessary to enter or win. Full eligibility requirements, alternate method of entry, prize details, and Official Rules are available through the campaign website.

Celebrating the People Behind the Counter

At the center of Independent Music Store Month is the relationship between musicians and their local retailers.

Independent stores give customers something increasingly difficult to duplicate online: the ability to **hear the gear, play the gear, compare products, ask questions, and get advice from people who understand musicians because they are part of the same community.**

Through its partnership with AIMM, BOSS hopes to turn October into a recognizable annual moment that celebrates those stores while creating meaningful new reasons for musicians to visit them.

“The strength of our alliance relies on vendor partners who share our passion for supporting the musicians who make music every day,” said AIMM Partner Tom Triozzi. BOSS has shown incredible vision and creativity in designing Independent Music Store Month—a campaign that gives our AIMM member stores the tools and national reach needed to drive foot traffic, engage local players, and demonstrate the irreplaceable value of shopping local.”

“Only at Independent Music Retailers” serves as a central theme of the campaign, supported by the message **“Local Gear. Real Experts.”**

Musicians can learn more about Independent Music Store Month, find a participating retailer, and enter the national sweepstakes at LocalMusicShop.com.

To learn more about the BOSS, visit <http://www.boss.info/us/>.

About BOSS

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists, bassists, and vocalists with a diverse, world-leading product lineup of creative tools with exceptional sound, intuitive control, and rugged durability. Since 1977, BOSS's famous compact pedals have been used daily by everyone from beginners to touring professionals, with over 140 unique models introduced and over 19 million units sold to date. BOSS also leads the way with innovative gear in numerous other categories, from amplifiers, multi-effects processors, and loopers to wireless systems, vocal effects, tuners, metronomes, rhythm machines, recorders, and more. For more information, visit Boss.info. Follow BOSS on [Facebook](#), X (Twitter) ([@BOSSInfoGlobal](#)), and Instagram ([@BOSSInfoGlobal](#)).

About AIMM

AIMM is a nationwide group comprised of 59 leading independent dealers and a strategic alliance of musical instrument manufacturers, whose mission is to help develop and grow the music industry. By focusing on high-quality products, educational programs, and exceptional customer service, AIMM empowers member stores to deliver greater value to customers.

BOSS Press Contact:

Rebecca Genel

rebecca.genel@roland.com

+1 (323) 890-3718