



Press Release

For Immediate Release

Roland and Drum Workshop Announce 2025 Lifetime Achievement Awards During NAMM

Groundbreaking Artists Patrice Rushen and Sheila E. to be Honored for Their Incredible Contributions to the Music Industry

Los Angeles, CA, January 21, 2025 — (NAMM, Room 202, Level 2) [Roland](#) and [Drum Workshop](#) will present 2025 Lifetime Achievement Awards to groundbreaking artists **Patrice Rushen** and **Sheila E.** during The NAMM Show in Anaheim, CA, on Thursday, January 23, at 11:00 A.M, from The Roland Studio, room 202. The Roland and Drum Workshop Lifetime Achievement Awards recognize individuals for their invaluable contributions to the music industry while using Roland and Drum Workshop gear throughout their careers, building on decades of relationships with thousands of artists pushing the limits of music creativity.

Patrice Rushen, a renowned songwriter and keyboardist whose iconic songs have appeared in film, radio, and television, was chosen to represent Roland. In addition to her landmark solo releases, Rushen has collaborated with artists including Stevie Wonder, Herbie Hancock, Carlos Santana, Boyz II Men, George Benson, Jean-Luc Ponty, Tom Jones, Nancy Wilson, Michael Jackson, and Sheena Easton.

Among many career achievements, Rushen was the first woman to serve as musical director for the GRAMMY Awards. She also was musical director for Janet Jackson's *janet.* album tour and saw her 1982 GRAMMY-nominated recording "Forget Me Nots" sampled for "Men in Black" by Will Smith.

In the world of academia, Rushen received an Honorary Doctorate of Music from Berklee College of Music for "outstanding contribution to music and culture" and currently teaches at USC Thornton School of Music, mentoring the next generation of creatives.

Speaking about the Roland Lifetime Achievement Award, Rushen said: "It is an honor to be the recipient of Roland's Lifetime Achievement Award this year. As a musician who plays keyboards, composes, and writes songs, I am attracted to interesting sounds. The extensive line of Roland keyboard instruments has continually offered unlimited possibilities, whether in re-creating the characteristics of existing instruments or discovering sonic color combinations. These amazing instruments give my creative thoughts wings."

Rushen added that the relationship is ongoing and evolving. "I truly appreciate the recognition and acknowledgment of my artistry with this wonderful award," she said. "I remain inspired by our partnership. Thank you to all at Roland for your show of support to me and to so many

musicians who value the joy and the fun of music-making. It is awesome to work with a company that values the same.”

Recognized by Drum Workshop, Sheila E. is one of the world's most distinctive and dynamic drummers/percussionists. She has a lengthy career behind the kit for Prince, Beyoncé, and Ringo Starr. Her solo career includes hits like "The Glamorous Life" and "A Love Bizarre" and continues to thrive with 2024's salsa release, *Bailar*, which received two GRAMMY nominations.

The daughter of percussionist Pete Escovedo, Sheila E. grew up as part of a musical family with a lineage spanning jazz, punk, and rock. That heritage shaped her career early on when she and her father released *Solo Two*, which led to collaborations with Marvin Gaye, Herbie Hancock, Michael Jackson, Diana Ross, and George Duke.

Sheila E.'s prolific period with Prince includes performing as the opening act for the *Purple Rain* tour and appearing in the *Sign o' the Times* concert film. Following the artist's passing, Sheila E. served as musical director for Let's Go Crazy: The GRAMMY Salute to Prince concert at the Staples Center.

In recent years, Sheila E. has recorded and shared stages with Hans Zimmer, Pharrell, Kelly Clarkson, Gary Clark Jr, and others. Alongside her father, Sheila E. received the Latin GRAMMY Lifetime Achievement Award in 2021, and she is the sole female percussionist to earn a star on the Hollywood Walk of Fame.

“I am incredibly grateful to be honored with the Drum Workshop Lifetime Achievement Award,” Sheila E said of receiving the honor. “It's a recognition of not just my contributions to music, but also our enduring partnership that has continually inspired innovation. I'm thankful to Drum Workshop for their support and for championing high standards in the music industry.”

Rushen and Sheila E. joined prior inductees Jimmy Jam and Terry Lewis, Thomas Dolby, Jean-Michel Jarre, DJ Pierre, Omar Hakim, and Nick Rhodes.

The connection between Roland and the artist community has always been strong and vital. In 2016, to document its history while simultaneously honoring its artists, Roland introduced the annual Lifetime Achievement Award. Since then, the growth of the awards has continued to mirror the company's evolution.

NAMM All Access from the Roland Studio

Roland will bring together its renowned brands—Roland, BOSS, Drum Workshop (DW), PDP, and Latin Percussion (LP)—in a Roland-exclusive NAMM All Access from the Roland Studio showcase, located on the second floor of the Anaheim Convention Center during The NAMM Show 2025. In addition to in-person brand and product experiences, NAMM All Access from the Roland Studio will provide a curated stream of digital content, allowing music fans worldwide to get a behind-the-scenes look at the NAMM experience, directly from Roland. Sign up here for the latest NAMM All Access from the Roland Studio details:

https://www.roland.com/us/news_events/global_events/namm_2025/.

Learn more about [Patrice Rushen](#) and [Sheila E.](#)

Explore the history of the [Roland Lifetime Achievement Awards](#).

About Roland Corporation

For more than 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, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including Roland Cloud, BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](#) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

About Drum Workshop

Founded in 1972, Drum Workshop, Inc. is widely recognized as the global leader in designing and manufacturing award-winning musical instruments including drums, pedals, hardware, and accessories. Drum Workshop manufactures, markets and distributes an iconic portfolio of brands including DW® Drums and Hardware, PDP®, Latin Percussion®, and Slingerland. Drum Workshop's wide range of products have earned their reputation as The Drummer's Choice and are endorsed by many of the world's top artists including Dave Grohl, Matt Gartska, Chad Smith, Mick Fleetwood, Tommy Lee, Nick Mason, Jim Keltner, and Sheila E., and many other legends. Drum Workshop, Inc. is headquartered in Oxnard, California. Drum Workshop joined the Roland family of brands in 2022, combining two of the world's best acoustic and electronic drum companies to push the boundaries of innovation for drummers. For more information, visit [DWDrums.com](#).

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