



Press Release

FOR IMMEDIATE RELEASE

Roland Launches Global SP Sample Social Contest #SPBEATTAPE for 404 Day



Sixteen Lucky Artists Will Be Chosen to Be Featured on Roland's First-ever SP Beat Tape

Los Angeles, CA, April 4, 2020 — Roland, a leading manufacturer of electronic musical instruments and professional video products, announces the [#SPBeatTape](#) social campaign as part of 404 Day, celebrating the Hip-Hop beat scene. #SPBeatTape is a global beat making contest centered around Roland's SP family of powered portable samplers, such as the current model Roland SP-404A.

To get in on the 404 Day fun, Roland is calling all SP beat makers and producers to participate by submitting their own tracks made with any Roland SP Sampler. A handpicked artist panel featuring Just Blaze, Dibia\$, Bad Snacks, STLNDRMS, Gene Brown, and Iman Omari will select a total of sixteen artists to be featured in the first-ever Roland SP Beat Tape. The lucky winners, whose stories and music will be featured on Roland's social channels, will also receive an exclusive, curated SP-404 prize pack including a ultra-limited SP-404 faceplate and custom cassette tape designed by Justin Smith (aka Lil' Zen Ten, [@TheCitizenTen](#)) not available to the general public, as well as custom artwork from [@Zomkashwak](#) available as numbered screen prints.

In support of the campaign, Roland will host a livestream masterclass and performance with underground beat legend Dibia\$e on **April 18, 2020 at 2pm PDT**. Dibia\$e will highlight his own SP-404 techniques to help spur new ideas and creative approaches, also incorporating the Roland MC-101 to show how to expand the performance format. To watch the livestream, visit [Facebook.com/RolandSynthandAIRA](https://www.facebook.com/RolandSynthandAIRA).

Roland's #SPBeatTape Contest is running from **April 4–May 5, 2020**, with winners announced on **May 12, 2020**.

For full press kit, including hi-res images, [click here](#).

To learn more about Roland, visit [Roland.com](https://www.roland.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 nearly 50 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.roland.com> or see your local Roland dealer.

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