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ROLAND HOSTS BACKSTAGE ARTIST LOUNGE FOR ACM PARTY FOR A CAUSE FESTIVAL

*Company Supports Country Music Festival Benefitting Multiple Causes and
Inspires Backstage Jam Sessions with ACM's Rising Stars*

Los Angeles, CA, April 15, 2016 — Roland Corporation U.S. teamed up with the Academy of Country Music in support of the 4th ACM Party for a Cause Festival, a three-day, two-stage, charitable event that attracted nearly 50,000 music fans who enjoyed more than 30 acts from country music's top names. This year's festival took place April 1-3 at the Las Vegas Festival Grounds, and featured many top-tier acts plus full headline sets from Carrie Underwood, Dierks Bentley, and Kenny Chesney.

The Roland and BOSS backstage artist lounge and hands-on "petting zoo" area featured the latest gear such as the new BOSS BC-1X and Waza Craft effects pedals, the BOSS SY-300 Guitar Synth, the BOSS VO-1 Vocoder, the BOSS DD-500 Digital Delay, the Roland ELCajon EC-10, the Roland RD-800 Stage Piano and Juno-DS synthesizer, and more. Musicians supporting Kenny Chesney, Dierks Bentley, Sam Hunt, Kip Moore, Chris Rice, Kellie Pickler, Lee Bryce, Jana Kramer, Maddie & Tae, the Swon Brothers and more, spent time learning about the new products with product specialists onsite.

The Roland and BOSS gallery of gear proved to be both educational and inspirational for the festival's talented musicians. Many of them tried products for the first time, then took turns playing instruments they don't usually play with members of other bands, leading to improvisational jam sessions and enjoyment of all the gear that enabled them to share the moment and break into new musical spaces.

"It was an honor to bring this special space of inspiration to the talented musicians at the ACM Party for a Cause Festival," said Teresa George, Senior Vice President, Brand Integration & Strategic Partnerships for the Academy of Country Music.

The fun-packed, musical weekend culminated with the 51st Academy of Country Music Awards, which also took place in Las Vegas. Featured performer Sam Hunt sang his hit "Make You Miss Me" while playing a custom-prepared white Roland V-Piano Grand.

Ticket proceeds from the ACM Party for a Cause Festival benefit the Academy's charitable arm, **ACM Lifting Lives®**. Generous giving from fans, and partnerships with artists and corporate sponsors, has allowed ACM Lifting Lives to support military programs that use music therapy to aid our veterans and wounded warriors, while providing funding to help them ease back into civilian life. More than \$400,000 has been donated to various military organizations in just three years. For more information, visit www.ACMpartyforacause.com.

Watch highlights of the event on [RTV](#).

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 RolandUS.com or see your local Roland dealer.

About ACM Party for a Cause Festival

The ACM Party for a Cause® Festival is the Academy's annual country music experience held in Las Vegas, with ticket proceeds benefitting the charitable arm, ACM Lifting Lives. Generous giving from fans and partnerships with artists and corporate sponsors allow ACM Lifting Lives to develop and fund music-related therapy and education programs. Through ticket proceeds from the Festival, ACM Lifting Lives aids military programs that use music therapy as a means to help our veterans and wounded warriors ease back into civilian life. More than \$400,000 in Festival ticket proceeds has been donated to various military organizations in just three years. The 4th Annual ACM Party for a Cause Festival took place Friday, April 1 – Sunday, April 3, 2016, at the Las Vegas Festival Grounds and was headlined by Carrie Underwood, Dierks Bentley and Kenny Chesney, respectively. The three-day event included multiple stages, ongoing live music performances, interactive games, a country marketplace and more. For more information, visit www.ACMpartyforacause.com.