

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

FOR IMMEDIATE RELEASE

Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND CHARITY WEBCAST TO FEATURE PLAYING FOR CHANGE BAND

Facebook Live Event to Feature the Non-Profit's Global Band in Support of School Music Programs in Underserved Communities

Los Angeles, CA, June 15, 2017 — Roland Corporation U.S. will be hosting members of the Playing For Change Foundation's international band for a special Facebook Live performance and fundraiser on June 20, 2017. Donations collected during the online event will benefit the organization's global work in supporting school music programs in underserved communities by providing free classes in music, dance and languages. The live performance can be seen at 3 p.m. PDT on the [Roland Facebook page](#).

The Playing For Change traveling band consists of musicians from around the world, resulting in a unique blend of styles and talents from the stages and streets of over a dozen countries. Their performances raise awareness in their effort to continue the foundation's mission to create positive change through music and arts education. Members scheduled to participate in the webcast include:

- Clarence Bekker (Netherlands) – Vocals
- Mermans Mosengo (Congo) – Vocals, Djembe
- Jason Tamba (Congo) – Vocals, Guitar
- Tal Ben Ari "Tula" (Israel) – Vocals, Bongos
- Ruth Tsira "Titi" (South Africa) – Vocals
- Keiko Komaki (Japan) – Keyboard
- Juan Carlos Portillo (Venezuela) – Bass
- Pablo Correa (Colombia) – Drums/Cajon
- Robin Moxey (USA) – Vocals, Guitar
- Mathieu Aupitre "Mateo" (France) – Saxophone

As the foundation's first-ever official musical instrument partner, Roland will be supplying rehearsal facilities and a variety of instruments to the musicians. The band will also be performing at various East and West Coast venues throughout the remainder of June, in support of the foundation. Their schedule is as follows:

June 21

PFC Band live in Los Angeles
Whisky a Go Go, Sunset Boulevard, West Hollywood, CA

June 23–24

PFC Band at Kate Wolf Music Festival
Laytonville, CA

June 25

PFC Band live in San Francisco
628 Divisadero Street, San Francisco

June 26

PFC Band live in Seattle
2033 6th Ave, Seattle, WA

June 30

PFC Band live in New York
431 W 16th St, New York, NY

Tune in to the special live webcast on June 20 by visiting [Facebook.com/Roland](https://www.facebook.com/Roland). For details about the band's other performances, visit <https://playingforchange.com/events/>.

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 www.Roland.com or see your local Roland dealer.

About Playing For Change Foundation

Playing For Change Foundation was established in 2007, providing music education in areas that are culturally rich yet economically challenged. Children in countries around the world, from Africa, Latin America to Southeast Asia, attend free classes in music, dance and languages, taught by qualified local music teachers and led by regional administrators. Students learn about their own cultural traditions while employing technology to connect and share experiences with others around the world. Playing For Change, led by Co-Founders Mark Johnson and Whitney Kroenke, arose from the universal belief that music can connect people across circumstances, challenges and cultural differences. In 2002, a small group of filmmakers set out with a mobile recording studio in search of inspiration and the heartbeat of the human race on the streets. The first music video production, "Stand By Me," combined 35 musicians from 10 countries who had never met in person. The phenomenon swept across the world, with "Stand By Me," one of the Playing For Change productions, being viewed over 100 million times online and counting. The Playing For Change movement has since attracted hundreds of global artists including Sara Bareilles, Jimmy Buffett, Bono, David Crosby, Jackson Browne, Ziggy Marley, Keb' Mo' and Keith Richards, in addition to street musicians from 47 countries who have participated in PFC video recordings. For more information, please visit www.playingforchange.org.

Playing For Change Foundation Contact:

Bobbi Marcus
bobbi@bobbimarcuspr.com
(310) 889=9200