

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

FOR IMMEDIATE RELEASEPress Contact:

Robert Clyne
President
Clyne Media, Inc.
(615) 662-1616
robert@clynemedia.com

Company Contact:

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

ROLAND U.S. PROUDLY SPONSORS CHILDREN'S MUSIC FOUNDATION BENEFIT GALA

BRIDGES concert benefits children's music education programs

Los Angeles, CA, May 27, 2015 — Roland U.S. was the title sponsor for the recent BRIDGES benefit gala and concert in Seattle, in support of the Children's Music Foundation (CMF). Founded in 2009, CMF was created exclusively to promote the study of music as an educational tool in our elementary schools, to support school music programs, and to promote music in education throughout the United States.

The gala was emceed by former KING 5 News anchor Meg Coyle, and was attended by music education supporters and rock and roll VIPs. It consisted of a cocktail reception and dinner at Seattle's Triple Door, followed by a live auction (auctioneered by Seattle radio/TV personality Mark Christopher) and concert entertainment, culminating in a captivating Brazilian music showcase. Included in the auction was a Roland [HPi-50e](#) digital piano with a rosewood finish, as well as a Roland [V-Guitar GC-1](#) and accompanying BOSS pedals: a [DS-1](#) Distortion pedal signed by Roland artist [Dave Navarro](#) (Jane's Addiction, Red Hot Chili Peppers), and a [TU-3](#) Chromatic Pedal tuner signed by guitarist [Steve Stevens](#) (Billy Idol, Joni Mitchell, Michael Jackson).

Greg Scruggs, defensive end for the Seattle Seahawks, bid fervently and won the guitar and pedals. He later posed for photos with guests, letting some of them wear his Super Bowl ring.

Roland U.S. CEO/president Jay Wanamaker enthused, "With more and more schools lacking funds to offer music education, organizations such as CMF are becoming more vital to the future of our children, and we are proud to share in their mission."

Rourke O'Brien, President and Founder of CMF, remarked, "We are committed to bringing music education into more of our country's schools, and with assistance from long-time music education advocates such as Roland, we're able to expand the reach of our programs each year."

To learn more about the Children's Music Foundation, visit www.cmfinc.org.

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 Children's Music Foundation

The Children's Music Foundation was created to promote the study of music as an educational tool in elementary schools, to support school music programs and to promote music in education throughout the U.S. The First Note program is a standards-based music curriculum designed to provide foundational introduction for use in pre-Kindergarten through 1st grade classrooms. The program can be facilitated by virtually all school teachers, and as an aid to music instructors.