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ROLAND INSPIRES HANDS-ON MUSIC MAKING AT ASCAP “I CREATE MUSIC” EXPO

*Interactive Roland, BOSS, and V-MODA Jam Areas and Giveaways Encourage
ASCAP Expo Attendees to Further Their Musicianship*

Los Angeles, CA, May 4, 2017 — Attendees of the ASCAP “I Create Music” EXPO, held April 13-15 at the Loews Hollywood Hotel, were treated to a variety of extra music-making opportunities, courtesy of Roland. The ASCAP EXPO attracts songwriters, composers, artists, and producers from around the country to network, learn from industry experts during panels and workshops, submit their music for review by experts and peers, and more. On-site Roland jam areas and giveaways added to the excitement and encouraged spontaneous music-making.

Roland, BOSS, and V-MODA gear was set up in the registration area and at The Writers Jam expo session for all attendees to test-drive, resulting in several jam sessions and widespread musical exploration. Expo attendees could also enter to win a Roland [RD-2000 Stage Piano](#), a BOSS [Acoustic Singer Pro](#) guitar amplifier, a Roland [EC-10 EL Cajon](#), and a Lifetime membership to the [Roland Cloud](#). In addition, Roland sponsored the backline gear for performances that were held throughout the Expo by the industry’s top names as well as up-and-comers.

“As a sponsor of the ASCAP ‘I Create Music’ EXPO, Roland offered our attendees a fantastic opportunity to test out their gear with a custom hands-on experience, elevating excitement while creating some great music. The partnership was an ideal fit for the more than 2,800 songwriters, composers, musicians and producers that attended our annual three-day event. We look forward to growing our relationship with Roland in the years to come,” said Lauren Lossa, ASCAP’s EVP and chief marketing & communications officer.

Roland Corporation Vice President of Artist Relations Brian Alli reflected, “We were glad to provide ASCAP EXPO attendees with opportunities to explore their creativity, try new gear, and have musical interactions with each other. It was wonderful to see the great number of musical possibilities that ensued.”

For event photo highlights, please visit [Roland Flickr](#), and for more information about Roland products, visit 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 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.