



Press Release

FOR IMMEDIATE RELEASE

We Are Hear and Roland Launch Multi-Platform Streaming Network Supporting MusiCares® COVID-19 Relief Fund



Musical Artists Macy Gray, Natasha Bedingfield, Linda Perry, Lzzy Hale, Donita Sparks, Laura Jane Grace and More on “We Are Hear: On The Air”

Los Angeles, CA, April 2, 2020 — Roland Corporation is continuing its longstanding support of Los Angeles-based artist empowerment label/management/publishing company “We Are Hear” by sponsoring the launch of “We Are Hear: On The Air,” a free multi-platform streaming network set to debut on YouTube that will entertain, educate, and raise funds for entertainers, crew members, and creatives who have been impacted by the current coronavirus pandemic.

With the help of Roland and additional sponsors, artists, musicians, comedians, scientists, dance party specialists, and TV/movie personalities will team up to stream live music sessions, interviews, PSAs and more beginning on **Friday, April 3 at 12 p.m. PST.**

As tours, festivals, and award shows come to a screeching halt, members of the music industry are experiencing the detrimental economic effects of the global coronavirus outbreak. With many music creators and professionals now without work, “We Are Hear: On The Air” will bring music, educational discussions, and community entertainment directly to viewer’s homes. Each video on YouTube will feature a “Donate” button linked the MusiCares® COVID-19 Relief Fund, which provides relief to members of the music community affected by the coronavirus pandemic, as well as a direct [PayPal.me](https://www.paypal.me) link to support those who might need it during these turbulent times.

“At Roland, we have always been committed to supporting not just our family of artists, but the music industry as a whole,” said Brian Alli, Vice President of Artist Relations and Business Development at Roland. “Music creators and professionals are an essential part of our community, and we are committed to rallying around them during this especially difficult time.”

“We Are Hear is about community. We Are Hear to help those who need an outlet for their creativity that will support those most struggling today,” said co-founder of We Are Hear Linda Perry.

Roland is supporting the event by providing professional audio/video live-streaming production resources including switchers, cameras, and manpower. Acts will also be able to take advantage of Roland’s [VR-50HD Multi-Format AV Mixer](#) and [VR-4HD AV Mixer](#), which lets users broadcast dynamic multi-camera livestreams, complete with amazing picture and sound for professional broadcast results, elevating production values far beyond ‘standard’ livestreams from a mobile phone or static webcam. Additionally, Roland is providing a selection of musical instruments for the concert, underwriting performances for the Roland artist roster, as well as marketing, and production support.

“Our goal is to bring back community through captivating content including interviews, PSAs, and unique takes on how this affects our lives. We encourage all creatives – from music, comedy, TV, movies, and all entertainment – to join us as we revolutionize and support those who need it the most,” said co-founder of We Are Hear, Kerry Brown.

The first slate of scheduled programming includes “What’s Up with **Linda Perry**,” “Raise Your Horns with **Lzzy Hale**,” a performance by **Laura Jane Grace** of Against Me!, **Donita Sparks** of L7 Hi-Low Variety Show, “**Jesse Malin**: The Art of Social Distancing,” “In A Lonely Place with **Matt Pinfield**,” **Tom Green** live podcast recording, “Life of **Kii Arens** – Pop Art, Interviews, and Music,” Live with **Macy Gray**, **DJ Adam 12 Bravin** sets, The Top Floor Interactive Dance Party, **Frank Turner**, and **Natasha Bedingfield**, and more. New acts will be updated daily.

Roland has been working with We Are Hear for years in support of their diverse and talented roster of artists, many of whom rely on Roland’s musical hardware and software solutions to create and perform their music. Roland and We Are Here have partnered on several events over the years, including One Love Malibu Benefit, Starry Nights, Desert Stars, and many others, to give artists and concert-goer’s access to the latest gear from Roland and BOSS.

We Are Hear was founded by Linda Perry, a Grammy-nominated and Songwriter Hall of Fame inductee who has composed and produced for Christina Aguilera, Adele, P!nk, and a multitude of other major artists and Kerry Brown, an award-winning, multi-platinum producer, manager, and event producer for a plethora of artists including The Smashing Pumpkins, Miley Cyrus, Ziggy Marley and much more.

To watch the “We Are Hear: On The Air” livestream, visit [YouTube.com/WeAreHear](https://www.youtube.com/WeAreHear).

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

To learn more about Roland, visit [Roland.com](https://www.roland.com).

About We Are Hear

We Are Hear is a Los Angeles-based artist empowerment label / publishing / management / production collective founded by multi-platinum producers Linda Perry and Kerry Brown.

With a focus on publishing, sync, licensing, management, recording, event production, and consultation, We Are Hear's mission is to foster a creative community of artists, providing them with mentorship and freedom usually restricted by major labels. Under the leadership of Brown and Perry, who last year became the first woman in 15 years to be nominated for the Grammy Award for Producer of the Year, most of the artists signed to We Are Hear are women (including Natasha Bedingfield, Imogen Heap, Jesse Jo Stark, Terror Jr., Willa Amai and Frances Lion among others) as well as nearly all of the company's employees.

We Are Hear also curates artist lineups for prestigious concert events such as 2018's One Love Malibu Benefit concert, which featured performers including Katy Perry, Joe Walsh, Gwen Stefani and Alanis Morissette to name a few. Most recently, We Are Hear curated The Art of Elysium's 2020 Heaven gala, which featured performers including the surviving members of Nirvana (Dave Grohl, Pat Smear, and Krist Novoselic), Beck, St. Vincent, Cheap Trick, L7, and Marilyn Manson.

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.

Press Contact:

Claire Rocawich
Account Supervisor
Max Borges Agency
+1 (305) 374-4404, Ext.110
clairerocawich@maxborgesagency.com

Company Contact:

Rebecca Eaddy
Global PR/Media Relations Manager
Roland Corporation
+1 (323) 890-3718
rebecca.eaddy@roland.com