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## **ROLAND ESTABLISHES PARTNERSHIP WITH THE FEATURED ARTISTS COALITION (FAC)**

*UK-based artist advocacy group FAC partners with Roland to bring masterclasses, production and music-making expertise, world-class facilities and more to FAC membership in 2019*

**Los Angeles, CA, January 16, 2019** — Roland Corporation, a leading manufacturer of electronic musical instruments and professional audio and video gear, announced today their partnership with the Featured Artists Coalition (FAC), a UK-based non-profit artist advocacy group that provides support, advice and education in order to empower artist entrepreneurs in the ever-evolving music industry. As part of this partnership, Roland and the FAC will bring co-developed masterclasses, production and music-making expertise, world-class facilities and more to FAC membership in 2019 and beyond.

Lucie Caswell, FAC CEO, stated, “We are very excited to work with Roland, and the partnership echoes what we are all about—a passion for music-making and music makers. This great collaboration opens access to top-quality kit and professionals, alongside insights from the best and a real dialog between music creation and music innovation. Roland’s prioritization of the artist community makes this partnership an obvious and positive fit for our community.”

“The Roland team is thrilled to begin our official partnership with the Featured Artists Coalition. Roland’s ‘artist-first’ philosophy synchronizes seamlessly with the FAC’s ethos and mission as the community for artists, by artists, at the heart of the music industry,” added Roland Corporation Vice President of Key Influencers and Business Development Brian Alli. “With Roland artist relations centers and team members located in London, Berlin, Tokyo, Vancouver, Toronto, Los Angeles and Nashville, Roland is uniquely poised to advocate for the FAC’s ever-growing roster of talented artists all over the world and cater to what’s most important to them.”

Jamie Franklin, Roland Europe Group Artist Relations Manager, remarked, “As we continue to expand our artist and industry relationships from our new office at Metropolis Studios in London, this relationship with FAC is the perfect conduit for us to better communicate within the artist community. We are already working closely to develop workshops and events for the benefit of FAC members, and the coming year will no doubt be an exciting one for us all.”

For more information, please visit [www.roland.com](http://www.roland.com) and [www.thefac.org](http://www.thefac.org).

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**About the Featured Artists Coalition**

*The Featured Artists Coalition (FAC) is a UK-based non-profit artist advocacy group that provides support, advice and education to artists as entrepreneurs and collaborates with the technology and creative industries towards a progressive landscape for music artists. The FAC also advocates to ensure that music makers are heard by government and policymakers in the UK, EU and USA. The FAC is on the Board of the music industry umbrella body UK Music and is a founder member of the International Artists' Organisation, uniting artist representations, internationally. For more information, visit [www.thefac.org](http://www.thefac.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 [Roland.com](http://Roland.com) or see your local Roland dealer.*