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ROLAND SPONSORS GUITAR CENTER'S 27TH ANNUAL DRUM-OFF SEARCH FOR THE NATION'S BEST DRUMMERS

Roland TD-30KV V-Drums kit and SPD-SX Sampling Pad to be awarded as prizes

Los Angeles, CA, August 10, 2015 — Roland Corporation U.S. is a proud sponsor of Guitar Center's 27th annual Drum-Off search for the next great drummer. Free and open to drummers across the country, entrants will compete for a chance to win a grand-prize package valued at over \$45,000 that includes cash, gear, endorsement deals, studio time, and a GC Buyer's Guide feature.

This year's gear prizing features products from a variety of manufacturers, including a Roland [TD-30KV](#) V-Drums electronic drum kit, valued at U.S. \$8,999 MSRP, and a Roland [SPD-SX](#) Sampling Pad. Contestants will have a chance to play some of Roland's percussion products during the in-store preliminaries including the OCTAPAD [SPD-30](#) and [BT-1](#) Bar Trigger Pad.

"We're always amazed and excited to witness the talent that comes out of each year's Drum-Off competition," notes Drew Armentrout, Roland Corporation U.S. Product & Artist Relations Manager, Drums and Percussion. "We are proud to be a part of the competition and the drumming community and we sincerely wish all the entrants the best of luck."

Drum-Off begins with store preliminary competitions at 251 Guitar Center locations. Contestants will be judged on a three-minute performance, and one winner from each store finals competition will be chosen to move up to the quarterfinals, followed by semifinals at five store locations. Five winners chosen at the semifinals will then convene at Club Nokia in Los Angeles, CA to compete in the finals for the grand prize on January 16, 2016 in front of a live audience and a panel of judges.

For more information about Roland V-Drums products, click [here](#). For more information, important competition dates, and to enter Guitar Center's Drum-Off competition, visit guitarcenter.com/drumoff.

About Guitar Center Drum-Off

Developed to inspire and support on-the-rise musicians, the Drum-Off has proven to be a launching pad for a flourishing professional career as a drummer. Past Drum-Off winners have gone on to play with Prince and Beyoncé (Cora Coleman-Dunham), Mars Volta and Trash Talk (Thomas Pridgen), and Jay-Z (Tony Royster Jr.). As Guitar Center's longest running program, Drum-Off continues to unearth some of today's top undiscovered drummers and provide an excellent platform for exposure.

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.