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**ROLAND VIP EVENT STREAMING BROADCAST FROM L.A. TO SHOWCASE
30+ NEW PRODUCTS, EXCLUSIVE ARTIST PERFORMANCES**

Broadcast is Grand Finale of “The Future. Redefined.” 24-Hour Musical Instruments Festival

Artist-signed items will be auctioned to benefit MusiCares®

Los Angeles, CA, August 31, 2016 — On September 9, 2016 (#909day), musical instrument innovator Roland will be hosting a first-of-its-kind 24-hour streaming online musical instruments festival, [“The Future. Redefined.”](#) More than 30 new products will debut during the streaming video broadcasts from VIP events in eight major cities around the world. Artists performing during the festival will be autographing a variety of Roland gear benefiting MusiCares®, the non-profit organization established by The Recording Academy® to help music people in times of hardship.

Musicians and music fans are invited to watch this unique event, which will feature product unveilings, exclusive artist performances, and more. The encore presentation will be a VIP broadcast from a private VIP event held at Six01 Studio in Los Angeles, featuring artist performances by **Echosmith**, **Saint Motel**, an all-star band, and more, as well as product demonstrations from such artists as Judith Hill, The Beat Junkies, and others. Many of the products debuting during the 24-hour festival will be showcased during this broadcast, and an encore DJ performance will close out the festivities.

Six01 Studio is an event and rehearsal space, gallery space, and photo studio, as well as the headquarters for Six01, an artist collective and think tank.

Throughout the whole festival, Roland will introduce new synthesizers, digital pianos, electronic drums, DJ equipment, BOSS guitar-related products, accessories and a new genre of musical instrument never offered before by Roland.

Visit tfr.roland.com/us to view schedule information, artist lineup updates and new product previews leading up to #909day, as well as to watch the entire broadcast on September 9.

Roland Corporation U.S. President and CEO Jay Wanamaker states, “‘The Future. Redefined.’ represents Roland's quest to inspire musicians to unleash their creativity. When musicians are looking to expand their ideas, they can always count on the Roland family of brands for solutions. We are also honored to make Roland's association with MusiCares a key element of this festival and to be partnering with Kerry Brown and the visionaries at Six01 Studio.”

About MusiCares®

Established in 1989 by The Recording Academy, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit www.musicares.org. For breaking news and exclusive content, please "like" MusiCares on [Facebook](#), and follow @MusiCares on [Twitter](#) and [Instagram](#).

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/us or see your local Roland dealer.