

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

FOR IMMEDIATE RELEASE

Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND + RYSE DISCOVERY SERIES FEATURES DAVE YADEN, IN SEARCH OF A FRESH RAPPER WITH SOMETHING TO SAY

The Search for Greatness Continues with CHANGE THE GAME, and the Chance to Work with GRAMMY® Award Winner Dave Yaden

Los Angeles, CA, June 13, 2017 — Roland and RYSE present **CHANGE THE GAME** featuring Dave Yaden, the latest installment in the ROLAND + RYSE Discovery Series. GRAMMY® Award-winning songwriter, producer and piano player Dave Yaden is searching for a talented rapper with bars to create fire on a compilation track. Starting June 17, artists can submit their tracks and display their abilities on the RYSE APP. Peers and fans will review them and vote for the MC who will CHANGE THE GAME. Check out Dave Yaden's discovery [here](#).

The best and hottest will be featured on the RYSE leaderboard, where Dave Yaden will personally review them, give feedback, and crown the winner. He or she will receive the opportunity to create an original track with Yaden, win prizes, and have their work heard by future fans all around the world. Dave Yaden is excited to work with Roland and RYSE, and he explains, "I want to discover a rapper that has something to say – something with depth that moves the people."

The discovery also marks the official release of the [RYSE APP](#), now available in the iOS store. RYSE is proud to offer an awesome new experience that levels the playing field and encourages anyone with talent to make their dreams a reality.

Fantastic prizes for top performers are being offered courtesy of Roland. The grand-prize winner will receive a Boutique [JP-08](#) Sound Module with [K-25m](#) Keyboard Unit (value \$500). Two runners-up will be presented with a [GO:MIXER](#) Smartphone Audio Mixer (value \$100).

For details, rules and to enter the Roland + RYSE Discovery Series with Dave Yaden, visit <http://ryseup.com/#/changethegame/details>, or download the RYSE UP iPhone app [here](#). Visit <http://ryseup.com> to view all upcoming discoveries in series.

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.

About RYSE UP Inc.

RYSE serves as the vehicle for artist discovery, engagement, collaboration, activation, unique content creation, and original programming. The RYSE Platform melds an eclectic mix of raw, untethered talent with polished artists through a platform that elevates exceptionalism and changes the way artists identify compatible styles. RYSE UP Inc. is based in Venice Beach, CA. For more information, visit www.ryseup.com.

About Dave Yaden

Dave Yaden has shown versatility in his artistry through his work with various artists, ranging from Lady Antebellum to Macy Gray to One Republic. He chooses not to categorize his music in order to push his talent to new heights. Dave believes that diversity in musical style draws people to an ever-changing and versatile sensibility.