

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

FOR RELEASE: IMMEDIATEPress Contact:

Robert Clyne
President
Clyne Media, Inc.
(615) 662-1616
Robert@clynemedia.com

Company Contact:

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

ROLAND JOINS WITH LANG LANG INTERNATIONAL MUSIC FOUNDATION AND THE PHILADELPHIA ORCHESTRA FOR “101 PIANISTS” EVENT

K–12 Students Performed on Roland Digital Pianos in One-of-a-Kind Program

Los Angeles, CA, May 24, 2016 — On May 10, one hundred piano students from the greater Philadelphia area performed together as a “piano orchestra” with classical pianist, Lang Lang, at the Temple University Performing Arts Center, in a once-in-a-lifetime “101 Pianists” concert that was enjoyed by parents, teachers, and the entire community. The Lang Lang International Music Foundation, together with the Philadelphia Orchestra, presented the event as part of the Orchestra’s PlayIN series of programs designed to promote access for listeners of all ages to experience orchestral music as listeners or performers.

This particular installation of “101 Pianists” offered open invitations to all local students in grades K–12. The students all performed Brahms’s *Hungarian Dance* No. 5 in F-sharp minor and Schubert’s *Marche Militaire* No. 1 in D major, playing Roland HP603 and HP504 Digital Pianos. They were accompanied by Lang Lang, and conducted by the Philadelphia Orchestra’s Lio Kuokman.

The “101 Pianists” series is the brainchild of Lang Lang. Its mission is to share classical music with children around the world, as well as offer piano students a way to perform as a group in more of a social setting, similar to the experience had by their peers who participate in school bands and orchestras. “I started ‘101 Pianists’ to give piano students an opportunity to play together,” says Lang Lang. “It started about 15 years ago at one of my concerts where I invited students to join me for an encore – and we had a wonderful time. So, I wanted to do more of these events as a workshop and also a performance for the community. It’s now one of the key programs of my foundation.”

The program visits multiple cities around the world each year with international support from Roland Corporation, who provides 50 pianos for the students to play. “Lang Lang’s foundation introduces the love of playing piano in a unique and modern way that really resonates with young students and inspires them to further develop and share their talents,” notes Jay Wanamaker, Roland Corporation U.S. President & CEO. “Our company has always been a big advocate of music education, so we are proud to align with an organization that shares our dedication.”

Roland’s [HP603](#) and [HP504](#) Digital Pianos bring a superior piano experience to the home, offering the latest Roland touch and sound technologies and a wealth of features for student and home use (headphone inputs, music rest, recorder, and more), as well as wireless connectivity for using music apps. Both are available in a choice of attractive finishes to complement any home décor.

To learn more about Roland digital pianos, visit www.rolandus.com/categories/pianos/. For more information about the Lang Lang International Music Foundation, visit <http://langlangfoundation.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 www.RolandUS.com.

About Lang Lang International Music Foundation

The mission of the Lang Lang International Music Foundation™ is to educate, inspire and motivate the next generation of classical music lovers and performers. We encourage music performance at all levels as a means of social development for youth, building self-confidence and a drive for excellence. Since the founding of the Lang Lang International Music Foundation™ in 2008, Lang Lang has taken his commitment to music education to another level by developing sustainable, high impact, unique charitable activities, as well as establishing partnerships with dedicated organizations. For more information, visit us at <http://langlangfoundation.org/>.