

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 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@rolandus.com

ROLAND U.S. PROUDLY SUPPORTS CHILDREN'S MUSIC FOUNDATION BENEFIT GALA

Bridges Concert Provides Affordable Music Programs to Elementary Schools

Los Angeles, CA, May 8, 2017 — Roland U.S. was a co-sponsor of the recent BRIDGES benefit gala and concert in Seattle, in support of the Children's Music Foundation (CMF). Founded in 2009, CMF provides easy-to-use, standards-based music programs that are affordable enough for all schools to make music a central part of the elementary school curriculum. Held annually, the BRIDGES benefit is one of the largest sources of funding for the charity.

This year's gala was held on May 3, 2017, at Bake's Place Bistro and Jazz Club, and was emceed by Seattle-area actor, comedy improviser, and fundraising auctioneer Fred Northup. It was attended by music education supporters and rock and roll VIPs, including Rock & Roll Hall of Famers Steven Fosseen and Mike DeRosier of Heart. Bellevue High School Jazz Quintet provided entertainment followed by a performance from folk group The Gothard Sisters.

The auction featured many music-themed prizes, including a special Los Angeles VIP Music & Film Experience package sponsored by Roland. The package for two included a VIP experience at the famed Sony Pictures Studios Lot and mastering facility The Bakery, followed by lunch with Sony's Tom McCarthy, executive vice president of post-production, and Eric Boulanger, The Bakery founder and principal. The winning bidder was also taken on a curated tour of the GRAMMY® Museum at L.A. Live, and received tickets to attend a taping of an episode of the EMMY® Award-Winning NBC Series *The Voice*.

Roland U.S. President and CEO Jay Wanamaker enthused, "We are proud to participate in the vital work that CMF is doing to bring low-cost, turnkey music solutions to elementary schools across the country. They are helping to ensure the health of school music programs for the next generation of children."

Rourke O'Brien, president and founder of CMF, remarked, "Our foundation is able to expand the reach of our programs each year through dedicated supporters such as Roland, who share our commitment to bringing music education into more of our country's schools."

To learn more about the Children's Music Foundation, visit www.cmfinc.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.Roland.com or see your local Roland dealer.

About Children's Music Foundation

The Children's Music Foundation was created to promote the study of music as an educational tool in elementary schools, to support school music programs and to promote music in education throughout the U.S. The First Note program is a standards-based music curriculum designed to provide foundational introduction for use in pre-Kindergarten through 1st grade classrooms. The program can be facilitated by virtually all school teachers, and as an aid to music instructors.