

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

## FOR IMMEDIATE RELEASE

### Press Contact:

Robert Clyne  
President  
Clyne Media, Inc.  
(615) 662-1616  
[robert@clynemedia.com](mailto:robert@clynemedia.com)

### Company Contact:

Rebecca Eaddy  
Marketing Communications Mgr.  
Roland Corporation U.S.  
(323) 890-3718  
[rebecca.eaddy@rolandus.com](mailto:rebecca.eaddy@rolandus.com)

## Roland U.S. Proudly Supports Children's Music Foundation Benefit Gala

*BRIDGES concert benefits children's music education programs*

**Los Angeles, CA, May 10, 2016** — Roland U.S. was the co-sponsor for the recent BRIDGES benefit gala and concert in Seattle, in support of the Children's Music Foundation (CMF). Founded in 2009, CMF was created exclusively to promote the study of music as an educational tool in our elementary schools, to support school music programs, and to promote music in education throughout the United States.

This year's gala was held on May 3, 2016, 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 drummers Michael Shrieve (Santana), bassist Steve Fossen (Heart), and drummer Mike Derosier (Heart). The Seattle-based, nationally recognized Garfield High Jazz Band provided entertainment during the cocktail reception and dinner. They were followed by a live auction and performance from *America's Got Talent* finalists The EriAm Sisters.

The auction featured many music-themed prizes, including a "Start Your Own Band" package of professional musical gear from Roland, including: TD-11K-S V-Drums from the V-Compact Series, with headphones and an accessory package; an ELCajon EC-10 Electronic Layered Cajon; and a JUNO-DS61 Synthesizer. The winning "Start Your Own Band" package bidder was Scott Batchelder, the drummer from the Seattle-based band No Rules. Additional instruments autographed by Alan White of Yes, Don Wilson of The Ventures, Artimus Pyle of Lynyrd Skynyrd and attending artists were among the items auctioned during the benefit.

The foundation also made a very special presentation of a second "Start Your Own Band" kit to Darrington Elementary School, a local school affected by the 2014 landslide tragedy in Washington. Teacher Laura Goheen — who is also a local musician and created an [online musical fundraiser](#) for victims' families — was on hand to accept the donation, and echo the importance of music programs and foundations such as CMF in the lives of children.

Roland U.S. CEO/president Jay Wanamaker enthused, "We are proud to share in the mission of organizations such as CMF, who are supporting the future of our children — the next generation of musicians — by ensuring the longevity of vital music programs in schools."

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](http://www.cmfinc.org)

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Photo file: Roland\_StartYourOwnBand.JPG

Photo caption: Roland "Start Your Own Band" Package Being Auctioned.

Photo file: CMF\_Auction\_Bidders.JPG

Photo caption: Event Attendees Enthusiastically Bid for Prizes

**Photo credit:** Corky Trewin/[CorkyTrewin.com](http://CorkyTrewin.com)

Photo file: CMF\_Event\_LauraGoheen.JPG

Photo caption: Local Teacher Laura Goheen Speaks About the Merits of Music Education

**Photo credit:** Corky Trewin/[CorkyTrewin.com](http://CorkyTrewin.com)

### **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](http://RolandUS.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.*