

FENDER® ANNOUNCES GRACE VANDERWAAL AS THE YOUNGEST SIGNATURE SERIES ARTIST IN FENDER HISTORY

HOLLYWOOD, Calif. (November 1, 2017) – Just days before the launch of her first LP *‘Just The Beginning’*, Fender Musical Instruments Corporation (FMIC) is proud to announce the launch of pop-sensation Grace VanderWaal’s very own Signature Ukulele series– available Spring 2018. Fender’s popular artist signature models are geared toward product progression and storytelling, creating instruments designed to the unique specifications of the world’s most iconic artists. Adding the winner of the 11th season of NBC’s top-rated *America’s Got Talent* to the Fender family, VanderWaal is among a wave of younger artists and songwriters who are inspiring a whole new generation of players.

“We’re excited to welcome Grace to Fender as a Signature Artist and launch of her Signature Ukulele series in 2018. She is already beginning to leave her mark and we are pleased be a part of her musical journey,” said Andy Mooney, CEO, Fender. “We look forward to working together to inspire future generations of players (including my daughter, an aspiring ukulele player!)”

“Fender is the best at what they do. They’ve worked with so many amazing artists so it is an honor they would work with me to launch my own line of signature ukuleles next year!” said VanderWaal. “Designing these ukuleles will be such a fun process and I hope my fans love them as much as I do. It’s been a dream to have my own custom uke that I can share with my fans so others around the world can share the power of music and learn to play too!”

At 13-years-old, Grace makes history as not only the youngest Fender® Signature Series artist ever, but the brand’s first collaboration with a ukulele player. The songstress has recently been seen on her media tour and making her big-stage debut at Austin City Limits with the Venice and Zuma models from Fender’s current California Coast Series Ukuleles.

The California Coast Series Ukuleles present a fresh take on the classic ukulele with five new accessibly-priced soprano, tenor and concert models. The Seaside and Rincon models sport traditional 2x2 headstocks, while the Venice, Zuma, and Montecito models boast the instantly identifiable Fender Telecaster® headstock. Responding to the rapidly growing popularity of the instrument, these ukuleles cater to musicians of all ages and skill levels, providing the perfect transitional stepping stone for aspiring guitar players and the chance for experienced guitar players to grow their palette of sounds and instrument collection.

Hailed by *Rolling Stone* as a “pop prodigy,” VanderWaal’s aptly-titled debut album *Just The Beginning* is set to be released November 3rd. The highly anticipated album features the current chart-topper “Moonlight.” In addition to writing all the songs on the album, Grace also worked with multiple award-winning producers and writers Ido Zmishlany (Shawn Mendes, Camila Cabello), Kinetics & One Love (Hailee Steinfeld), Greg Wells (Katy Perry, Adele), Gregg Wattenberg (Train, Phillips Phillips) and Sean Douglas (The Chainsmokers, Demi Lovato). This fall, Grace is set to embark on her sold-out U.S. headlining tour. The ‘Just The Beginning Tour’ kicks off in Los Angeles on November 5 and will make stops in major cities across the U.S. including Chicago, Boston and New York City.

To learn more about this new signature artist and her advice to inspire beginning ukulele players from VanderWaal herself please watch [here](#). For approved images of Grace VanderWaal click [here](#). For product images of the California Coast Series Ukuleles, click [here](#). For additional high-resolution lifestyle images, click [here](#).

For technical specs on California Coast Series Ukuleles, additional information on new Fender products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

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Fender California Coast Series Ukuleles:

VENICE UKULELE - \$59.99

Fender’s soprano ukulele captures the entertaining sights and unique, carefree vibe of Venice, California with the Venice Ukulele. Thanks to its compact, comfortable body size, the Venice travels easily from the beach to the studio or jam room, while retaining the classic,

light sound that makes the ukulele a “must-have” for today’s players. The slim “C”-shaped neck profile is comfortable to hold and easy to play, while the no-tie bridge makes changing strings a breeze. A stylish bound top and 4-in-line Tele® headstock adds a unique dash of Fender style that can’t be duplicated. Embrace the music of the boardwalk and live the beach life year-round with the Venice Ukulele. Available in Natural, Cherry and Black.

ZUMA UKULELE –\$139.99

Equally at home at the beach or the studio, this concert-sized ukulele is crafted from sapele, with an open-pore finish for balanced earthy tone that blends well with other instruments. The Zuma falls between the smaller soprano and the larger tenor sizes, providing a full sound and comfortable playing experience for players with larger hands. The easy-playing, 16-fret neck extends the range, while the no-tie bridge makes changing strings quick and easy. A striking abalone rosette, bound top, back and fingerboard and 4-in-line Tele® headstock stand out from the crowd. Whether you’re following in the sandy footsteps of those who came before or blazing your own musical trail – the Zuma Ukulele is the perfect companion for all of your creative adventures.

ABOUT GRACE VANDERWAAL:

Hailed by Rolling Stone as a “pop prodigy,” Grace VanderWaal has staked a claim to be one of the most exciting names in music today. Upon skyrocketing to fame after winning the 11th season of NBC’s top-rated America’s Got Talent and releasing the best-selling EP Perfectly Imperfect, the ukulele-wielding VanderWaal is singer-songwriter in the truest sense of the term. VanderWaal’s aptly-titled debut album Just The Beginning is set to be released November 3rd and features the current chart-topping single “Moonlight.” The young singer is set to bring her new music on the road for her sold-out U.S. headlining tour this fall. With VanderWaal earning Best New Artist honors at both the Radio Disney Awards and Teen Choice Awards and Billboard noting that VanderWaal is “definitely growing by leaps and bounds before our eyes,” it all proves that this indeed is all merely the beginning.

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ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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<https://fender.pr.co/271708-fender-announces-grace-vanderwaal-as-the-youngest-signature-series-artist-in-fender-history/>