

FENDER MUSIC K.K LAUNCHES MAN WITH A MISSION TO FENDER FEEDBACK SERIES

NON-HUMAN BEING REPRESENTATIVE JEAN-KEN JOHNNY FEATURED IN FENDER CONTENT SERIES

TOKYO, Japan. (May 26, 2017) – Fender Music K.K. proudly presents MAN WITH A MISSION's guitar and vocalist Jean-Ken Johnny as the sole non-human representative for Fender's latest episode of the "Fender Feedback" series around the launch of the American Professional. The series features world-renown artists that occupy their own distinct space in the musical landscape and asks about their creative journeys and how their instruments helped guide them along their musical journey.

The series has evolved into a global promotion for Fender's 2017 iconic American Professional electric guitar series which launched earlier this year. The series debuted in March 2017 with artists including J Mascis, who was filmed in his hometown of Amherst Massachusetts, taking the viewer behind-the-scenes to his practice space at home and personal record collection. Fender Feedback also includes the Southern California band, Local Natives, singer, producer Ty Dolla \$ign, rapper and producer Mac Miller, and soul musician Michael Kiwanuka, all of whom are globally recognized artists. Each episode captures the artists in a raw and intimate setting, introducing their unique encounter with Fender instruments and can be viewed online on Fender's global website and YouTube channel.

The sixth chapter features Jean-Ken Johnny from the globally active rock band hailing from Japan, MAN WITH A MISSION as the non-human representative for Fender. In this episode, Jean-Ken Johnny shares his first memorable encounter with music, as well as his encounter with his beloved Fender instruments, namely the Jaguar and Jazzmaster.

The MAN WITH A MISSION Fender Feedback Series documentary is available for viewing [here](#).

ABOUT MAN WITH A MISSION:

Having awakened from eternal sleep in the year 2010, the pack of superior creatures "MAN WITH A MISSION (MWAM)" has since been vigorously engaged in a broad range of musical activities on a global scale, including live performances at KNOTFEST and going on tour with Rise Against, as well as collaborative works with Zebrahead. Their infectious fame has reached fans in Europe as well as in the U.S.

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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

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