



SAN GABRIEL VALLEY HABITAT FOR HUMANITY PARTNERS WITH FENDER AND PLUS1 TO TURN WILDFIRE RECOVERY INTO MUSIC- DRIVEN IMPACT

**FOUR FENDER CUSTOM SHOP GUITARS BUILT FROM RECLAIMED
ALTADENA FIRE WOOD TO SUPPORT LONG-TERM REBUILDING
EFFORTS IN LOS ANGELES**

HOLLYWOOD, CALIF. (January 14, 2026) — San Gabriel Valley Habitat for Humanity (SGV Habitat) has partnered with [Fender Musical Instruments Corporation \(FMIC\)](#), and the [Fender Custom Shop™ \(FCS\)](#), along with nonprofit impact platform [PLUS1](#) to support communities impacted by the 2025 Los Angeles wildfires through a special, limited guitar auction and fan engagement initiative benefiting wildfire recovery efforts.

As part of the PLUS1 LA Fires Fund, the Fender Custom Shop will create and gift four limited edition instruments crafted from reclaimed wood salvaged from trees damaged in the Eaton fire. One hundred percent of net proceeds from the auctions will go directly to SGV

Habitat to support their efforts to assist wildfire survivors in the San Gabriel Valley, including rebuilding homes and strengthening housing stability for families impacted by the devastation.

"Music has always been about connection, and this project brings that spirit to life through an instrument built to give back," said Justin Norvell, President of Americas at Fender. "This partnership represents our commitment to the artist community affected by the fires, honoring their resilience while supporting long-term recovery efforts in Los Angeles."

During the storm, many of Altadena's cherished trees were lost to fire and high winds. To preserve the wood within the community and give these trees a second life, Angel City Lumber led efforts to recover and repurpose the material for future rebuilding projects. The team salvaged trees that would have otherwise been mulched, as well as those property owners requested for removal, helping reduce the time, cost, and burden faced by residents as they began to recover from the fires.

The first guitar, a Fender Custom Shop Limited Edition Altadena Telecaster® valued at over \$5,000, will be auctioned by PLUS1 beginning 9am PT on January 14, 2026 and concluding at 5:59pm PT on February 4, 2026. The remaining three instruments will be released as completed.

The partnership was convened and supported by PLUS1, a nonprofit and a trusted partner to leading artists, events, and brands in helping to unlock funding and build visibility for initiatives that support healthier people, stronger communities and a more sustainable planet, which connected Fender with Habitat for Humanity as part of its ongoing work mobilizing the music industry to respond to crisis and recovery efforts. Since launching the PLUS1 LA Fires Fund in the immediate aftermath of the wildfires, PLUS1 has worked alongside artists, brands, and partners to fund both short-term relief and long-term rebuilding initiatives.

"Recovery doesn't end when the headlines fade," said Marika Anthony-Shaw, Founder & CEO of PLUS1. "This collaboration shows what it looks like when brands use their craft, their audience, and their resources to continue supporting communities that still need it even after the news cycle has moved on."

To date, the PLUS1 LA Fires Fund has distributed more than \$425,000 to organizations working on the ground in Los Angeles. The fund has been supported by more than 25 artists and partners, including Lord Huron, Lucy Dacus, My Morning Jacket, Rainbow Kitten Surprise, Sabrina Carpenter, The Revivalists, and Zeds Dead, among others.

“Rebuilt homes are a symbol of recovery for a community after a disaster,” said Bryan Wong, SGV Habitat CEO. “Partnerships like this will help ensure the fabric of the community of Altadena (which was known for its vibrant arts community) can return. These instruments are building more than houses, they are restoring hope.”

Dawes’ Taylor Goldsmith played the Fender Custom Shop Limited Edition Altadena Telecaster onstage at A Concert for Altadena, a benefit supporting the Altadena Builds Back Foundation and its long-term housing recovery and relief efforts for families, small businesses, and first responders impacted by the Eaton Fire.

Images of the Fender Custom Shop Limited Edition Altadena Telecaster as well as the wood sourcing process can be found [HERE](#). For more information on the auctions and how to support wildfire recovery efforts, visit <https://givebutter.com/c/AltadenaTelecaster>.

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

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Fender Custom Shop Limited Edition Altadena Telecaster

This special Telecaster® connects the history of Fender and one of its most iconic golden era instruments with the Altadena, California community. The heart of the Tele® is the Deodar Cedar body made from a fallen tree in Altadena. Dressed in a thin, natural satin urethane to highlight the Deodar Cedar’s elegant grain patterns and paired with a one-piece roasted 3A flame maple neck, this early-’50s style Tele® is truly lively, resonant and inspiring. Loaded with a pair of Custom Shop hand-wound ’51 Nocaster® pickups and Modified Nocaster® wiring, this guitar is brimming with clear highs, tight lows and focused midrange perfect for any style of music. The guitar is finished with a custom-engraved neck plate

featuring “We Are All Altadena” artwork by Eric Junker and includes a Deluxe Hardshell Case, Strap and Certificate of Authenticity.

ABOUT FENDER CUSTOM SHOP™:

Since 1987, the Fender Custom Shop™ and its esteemed builders have astounded players and collectors worldwide with marvels of creativity, ingenuity and artistry. From its humble Southern California beginnings, the Fender Custom Shop™ has grown to become the world’s preeminent maker of highly collectible, custom instruments operating in Corona, Calif. Known as the “Dream Factory,” the Fender Custom Shop™ is also home to an honored group known as the Master Builders – some of the most-skilled luthiers in the world – who craft Fender’s legendary instruments and push the boundaries of possibility. The distinguished Master Builders make dream guitars a reality for players – from Eric Clapton, Jeff Beck, H.E.R. and Jimmy Page to collectors, working professionals and guitar enthusiasts. As the epicenter of innovation at Fender and the pinnacle of the brand, ideas and production techniques devised in the Fender Custom Shop™ for both Masterbuilt and Teambuilt guitars go on to inspire and influence Fender’s other production line models.

ABOUT SAN GABRIEL VALLEY HABITAT FOR HUMANITY:

Driven by the vision that everyone needs a decent place to live, SGV Habitat transforms neighborhoods throughout the San Gabriel Valley area by bringing the community together to build and repair homes. Fueled by the generosity of volunteers and donors, SGV Habitat is able to help families achieve affordable homeownership and rebuild after natural disasters.

SGV Habitat empowers people through access to affordable loans, housing counseling, and down-payment assistance. SGV Habitat is committed to long-term recovery efforts and will work to ensure families, particularly those most vulnerable, impacted by the Eaton Fire have a safe and affordable place to call home. To learn more about San Gabriel Valley Habitat for Humanity, please visit sgvhabitat.org.

AUCTION DETAILS:

The auction is administered by PLUS1, a U.S. 501(c)(3) nonprofit organization (EIN: 46-4695915) and registered charity in Canada, with net proceeds designated to benefit Habitat for Humanity San Gabriel Valley. No goods or services will be provided in exchange for the

winning bid other than the guitar itself. The estimated fair market value of the item will be provided to the winning bidder for tax-reporting purposes in accordance with applicable U.S. and Canadian charitable giving laws. PLUS1 makes no warranties, express or implied, regarding the condition or performance of the item. Guitar will be shipped to the highest eligible bidder within 14 days of conclusion of auction. Guitar can only be shipped to an address within the United States or Canada.

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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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COPY LINK

<https://fender.pr.co/270268-san-gabriel-valley-habitat-for-humanity-partners-with-fender-and-plus1-to-turn-wildfire-recovery-into-music-driven-impact/>