

# TEN FOOT FENDER® STRATOCASTER® GUITARS RAISE \$230,000 FOR THE UNITED WAY OF GREATER CLEVELAND AND THE ROCK AND ROLL HALL OF FAME AND MUSEUM EDUCATION PROGRAMS

CLEVELAND (Nov. 15, 2012) – More than 50, 10-foot hand-painted **Fender Stratocaster** guitars were auctioned off on Sat., Oct. 20 at the Rock and Roll Hall of Fame and Museum raising \$230,000 for the **United Way of Greater Cleveland** and the **Rock and Roll Hall of Fame and Museum** education programs as part of **GuitarMania**. GuitarMania has been a popular charitable fundraiser in Cleveland and in Phoenix raising millions of dollars for the United Way of Greater Cleveland and the Big Brothers Big Sisters of Central Arizona. The guitars were painted by international, national and local artists in a variety of artistic mediums. The auction drew more than 200 people to the popular venue and featured spokespersons from Fender, Key Bank, the Rock and Roll Hall of Fame and Museum, and the United Way of Greater Cleveland. For more information regarding GuitarMania, go to [www.guitarmania.com](http://www.guitarmania.com). For more information on Fender, go to [www.fender.com](http://www.fender.com).

###

## MEDIA CONTACT:

Fender Musical Instruments Corporation Jason Farrell,  
Public Relations Manager  
480-845-5559  
[jfarrell@fender.com](mailto:jfarrell@fender.com)

## 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

Fender Musical Instruments Corporation  
[press@fender.com](mailto:press@fender.com)

### COPY LINK

<https://fender.pr.co/271086-ten-foot-fender-stratocaster-guitars-raise-230-000-for-the-united-way-of-greater-cleveland-and-the-rock-and-roll-hall-of-fame-and-muse/>