



# **FENDER CELEBRATES 75 YEARS OF THE TELECASTER AT XIAMI MUSIC FESTIVAL IN ARANYA, CHINA**

**THREE-DAY CELEBRATION BRINGS TOGETHER MUSIC, CULTURE  
AND COMMUNITY THROUGH AN IMMERSIVE TELECASTER  
EXPERIENCE, ARTIST PROGRAMMING AND PARTNERSHIP WITH  
THE SMILE ANGEL FOUNDATION**

**SHANGHAI, CHINA (AUGUST 31, 2026)** — Fender Music (Shanghai) Co., Ltd. brought the 75th anniversary celebration of the Telecaster to China with a three-day special event at Xiami Music Festival in Aranya, taking place August 28–30. The celebration brought together players, artists and the local music community through an immersive seaside pop-up, cultural programming and a new partnership with the Smile Angel Foundation of the Chinese Red Cross Foundation (hereinafter referred as the Smile Angel Foundation).

Introduced in 1951, the Telecaster is the world's first mass-produced solid-body electric guitar and one of the most influential instrument designs of all time. Across indie, alternative, hard

rock, pop rock and modern country, the Telecaster has inspired generations of musicians with its cutting tone, unmistakable silhouette, and workhorse reliability.

## **AN IMMERSIVE TELECASTER EXPERIENCE**

Set against the beach at Aranya, Fender's seaside pop-up invited festivalgoers to experience the Telecaster's history, sound and design firsthand. Highlights include:

- A giant Telecaster installation in the classic butterscotch finish
- Hands-on access to the 75th Anniversary Telecaster Collection
- Cultural exhibits exploring the instrument's history and legacy
- An interactive experience where visitors can create a personalized virtual image featuring themselves playing a 75th Anniversary Telecaster

"Each 75th Anniversary Telecaster model showcases the rich heritage and legendary tones that have made the Tele® an unrivaled icon," said Peggy Dai, General Manager of Fender China. "We wanted to create an experience that brings that legacy to life—giving players the opportunity to connect with the Telecaster's history, experience the instrument firsthand and celebrate the creativity that continues to move it forward."

## **CELEBRATING 75 YEARS OF MUSIC AND CULTURE**

On August 28, Fender also hosted a special Telecaster cultural program at Aranya's landmark Lonely Library, bringing together artists, musicians and fans for a deeper conversation around the instrument's influence on music and creativity.

Titled "The One That Started It All: 75 Years of the Telecaster's Unconventional Spirit," the program included a panel discussion moderated by Fang Zhou, host of the music podcast *Weekend Variations*, featuring music producer, film composer and guitarist Deng Ouge; avant-garde musician Xiao Jun; and music producer Ernest Choi. The conversation explored the Telecaster's timeless design, signature tone and cross-genre influence, alongside the artists' personal experiences creating and performing with the instrument. "The Telecaster has such a distinct voice. It has been an excellent tool for me as I explore my own musical language," said Xiao Jun. In Deng Ouge's view, "The Telecaster is an

instrument brimming with emotion. It reflects whatever feeling you put into it.” Ernest Choi noted, “To me, the craftsmanship behind the Telecaster embodies the spirit of artisanship. This aligns with my own pursuit in making music, and that is why it remains a classic 75 years on.”

The program also featured an exhibition of 10 rare and distinctive guitars from collectors Liu Chunyang, Lin Dana and Zheng Xuanle. Spanning vintage instruments and one-of-a-kind Masterbuilt creations, the exhibition showcased the Telecaster’s evolution across generations and the many ways players and builders have continued to reinterpret its iconic design.

#### FENDER PARTNERS WITH THE SMILE ANGEL FOUNDATION

As part of the event, Fender also announced a new partnership with the Smile Angel Foundation, bringing together music, art and community through the limited-edition Smile Angel Telecasters.

The guitar features designs inspired by original children’s artwork created during the “Smile Angel Journey · Tibet 2009” art therapy program and was unveiled as part of a special donation ceremony. Musicians Lao Lang, Deng Ouge and Leah Dou, all volunteer supporters of the foundation, will use the guitars in future creative projects and performances, extending the initiative beyond the festival through music and art.

Fang Fang, representative of the Smile Angel Foundation commented: “We hope the three musicians will use these guitars to spread love through music in their future creative work. May the Telecaster serve as a musical bridge to pass on warmth.”

Peggy Dai, General Manager of Fender China, stated: “The Smile Angel Foundation is dedicated to helping patients heal physically and regain their smiles. Physical healing gives patients the courage to face life, while healing through music and art endows them with a soul for free-spirited self-expression.”

Rooted in China’s music community, Fender remains committed to creating meaningful experiences for players at every stage of their musical journey. The Telecaster 75th Anniversary Special Event continues that commitment by bringing together players, artists

and partners to celebrate the instrument's legacy while looking ahead to the generations of musicians who will shape its future.

Images of the three-day special celebration event could be found [HERE](#).

*For additional information on new Fender products and to find a retail partner near you, visit [www.fender.com](http://www.fender.com). Join the conversation on social media by following @Fender on all social platforms.*

# # #

### **ABOUT FENDER MUSIC (SHANGHAI) CO. LTD.**

As a wholly-owned subsidiary of Fender Musical Instruments Corporation (FMIC), Fender Music (Shanghai) Co., Ltd. adheres to Fender's global strategy by providing integrated support across marketing, customer service, artist relations, sales, and other areas. The company continuously strengthens its connection with local dealers and consumers in China, while ensuring a stable supply of high-quality products and innovative services in the market.

### **FENDER MUSICAL INSTRUMENTS CORP. MEDIA CONTACT:**

Alex Velasquez  
PR and Communications Manager  
Fender Musical Instruments Corp.  
[AVelasquez@Fender.com](mailto:AVelasquez@Fender.com)  
[Press@Fender.com](mailto:Press@Fender.com)

### **FENDER MUSIC (SHANGHAI) CO., LTD. MEDIA CONTACT:**

Christine Liu  
Marketing Manager  
Fender Music (Shanghai) Co., Ltd.  
[Clui@fender.com](mailto:Clui@fender.com)

Fender (standard and stylized), Telecaster and Tele are trademarks of Fender Musical Instruments Corporation and/or its affiliates, registered in the U.S. and other countries.



# 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/270119-fender-celebrates-75-years-of-the-telecaster-at-xiami-music-festival-in-aranya-china/>