

FENDER® HOSTS 30 GIRLS OF THE VARIETY BOYS & GIRLS CLUB OF BOYLE HEIGHTS TO GIRL ROCK NATION WORKSHOP AT THE HOUSE OF ROCK IN SANTA MONICA

YOUNG GIRLS RECEIVE ONCE-IN-A-LIFETIME OPPORTUNITY TO LEARN GUITAR, BASS, AND MORE FROM ACCOMPLISHED FEMALE MUSICIANS

SANTA MONICA, Calif. (Dec. 12, 2012) – On Dec. 4, Fender offered a Girl Rock Nation workshop to 30 young girls of the Variety Boys & Girls Club of Boyle Heights at the lavish House of Rock in Santa Monica.

During the three-hour retreat, the girls learned guitar, bass and songwriting from prominent female musicians like Nik West and Annie Clements, as well as crew from the Rock N' Roll Camp for Girls of Los Angeles. At the end of the workshop, Fender gifted each girl with a brand new acoustic guitar.

"Our members, and specifically our female members, are unfortunately underexposed to the arts and resources, especially in the field of music," said Variety Boys & Girls Club of Boyle Heights Executive Director Cris Arzate. "Fender and Girl Rock Nation not only provided our girls with an amazing workshop, but gave each of them their own acoustic guitar. Our club will now be able to hire a music instructor to continue what Fender and Girl Rock Nation have started."

To continue championing women in music, Fender held an evening party at the House of Rock, which featured live performances by singer-songwriter Lucy Schwartz, West, Clements, Icelandic female trio The Charlies, and up-and-coming rock duo Two Piece Extra Spicy.

For more information regarding Girl Rock Nation, go to www.girlrocknation.com. For more information on Fender, go to www.fender.com.

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About Girl Rock Nation

Launched by Fender in July of 2010, Girl Rock Nation is an initiative that strives to empower women to participate in music, whether they play, produce, compose or simply listen to music. It is a place to motivate and inspire women to rock in whatever they do – picking up a guitar, writing a song, mixing sounds to make music or to rock in life. Girl Rock Nation is a meeting place for all ages, skill levels and disciplines. It's a Girl Rock Nation Revolution. For more information, visit www.girlrocknation.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

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