



**GRETSCH® HONORS SIX-TIME
GRAMMY®-NOMINATED BAND
BOYGENIUS WITH DEBUT
SIGNATURE BROADCASTER® JR.
GUITAR**

**SHOWCASING PREMIUM FEATURES INCLUDING ELECTROMATIC®
FILTER'TRON™ PICKUPS, VINTAGE-STYLE TRAPEZE TAILPIECE, AND
CUSTOM BOYGENIUS FINGERBOARD INLAYS**

HOLLYWOOD, Calif. (January 31, 2024) — Today marks the unveiling of the latest addition to Gretsch®'s storied catalog, the Gretsch Limited Edition boygenius Broadcaster® Jr. – a signature instrument paying homage to rock's holy trinity: Julien Baker, Phoebe Bridgers, and Lucy Dacus. This highly customized Broadcaster model is a testament to Gretsch's commitment to fine craftsmanship and excellence, providing musicians with an instrument whose versatility, dynamic range and sheer playability makes for the ideal tool to help navigate any sonic endeavor.

"I wish this had been my first guitar," said boygenius.

Elevating Gretsch's stellar roster, which includes legends like The Beatles' George Harrison, Chet Adkins, The Cults' Billy Duffy and Stephen Stills, the six-time GRAMMY-NOMINATED boygenius embark on their inaugural collaboration with the legendary guitar brand.

When booked for a triple-bill tour in late 2018, the three solo artists decided to record a joint 7" single to sell on the merch table. The 7" became 2018's self-titled six-song EP. After the EP's breakout success it became clear that Baker, Bridgers and Dacus had created something far more potent than they had anticipated. Praised for their haunting lyrics, soaring harmonies, and the seamless alchemy between each member's unique musical sensibilities, boygenius have pioneered a singular approach to crafting emotionally driven songs which has carved them a vital space amongst the pantheon of modern-day music. Following the success of their most recent album the record, boygenius have received six 2024 GRAMMY Awards nominations including both Album of the Year and Record of the Year. On the heels of the record's success, boygenius released the rest, which includes four new songs.

The Gretsch Limited Edition boygenius Broadkaster® Jr. sets itself apart with broad tonal versatility, stunning aesthetics, and indie flair for days. With Vintage-style Gretsch Bezels and Pickguard, along with Electromatic® Filter'Tron™ Pickups this signature instrument provides classic design with modern flourish—all at an accessible price point. When conceptualizing this instrument, boygenius wanted to put an emphasis on accessibility. The trio go out of their way to put the fans at the center of their universe and this signature Broadkaster is no exception. This guitar is specially designed for beginners and seasoned pros alike ensuring that players of all backgrounds have the opportunity to harness boygenius' unique sonic palette to help navigate their own musical journey. The band's signature Broadkaster® Jr. model includes Electromatic® Filter'Tron™ pickups, vintage-style Trapeze Tailpiece, custom boygenius Fingerboard Inlays, Nickel Head Badge with boygenius signatures, and of course, a boygenius logo on the back of the headstock.

"At Gretsch, our unwavering commitment is to empower musicians at every level, fostering the expression of their unique voices across genres and among players of all backgrounds. Collaborating with boygenius on designing this guitar was a cool experience, working

closely to ensure the specs matched their unique sound," said Jason Barnes, VP Product at Gretsch. "Our collaboration with them transcends mere music; it's about kindling inspiration in countless fans, reaching new audiences, and embracing diverse genres. This collaboration stands as a testament to our brand's voice, resonating with the shared passion for artistic expression and the belief that music has the power to inspire and elevate individuals on their creative paths."

Long before this official launch, Fender Musical Instruments Corporation (FMIC) has championed each member of "the boys" in different ways, a testament to the brand's commitment to amplifying the voice of the artist. In 2019, Bridgers was selected as a member of the inaugural Fender Next class, an artist development program designed to elevate rising musicians who are pushing guitar forward in music and culture. Meanwhile, Bridgers enjoys using her Gretsch G9520E Gin Rickey, Baker regularly uses her Fender® Telecaster® and American Acoustasonic® Stratocaster® guitars while Dacus prefers her G6128T Players Edition Jet™ FT with Bigsby® guitar and Fender Telecaster, a testament to the enduring partnership between these musicians and FMIC's portfolio of brands. In 2021, Baker was featured in a Re-Creation episode, where Tennessee-based singer-songwriter performed the powerful single "Something" off her acclaimed 2015 album 'Sprained Ankle' on the American Acoustasonic Stratocaster. In 2022, Dacus was also featured in an episode of Fender's Re-Creation Remixed series: Re-Creation Remixed, performing "Summer in the City" by Regina Spektor and her original song "Partner in Crime" on the Acoustasonic Player Telecaster. This commitment to fostering musical excellence exemplifies FMIC's unwavering dedication to supporting and elevating the next generation of musical luminaries.

Gretsch is proud to introduce the Limited Edition boygenius Broadkaster Jr. Longtime fans of the Gretsch brand, boygenius is the six-time GRAMMY-nominated supergroup of Julien Baker, Phoebe Bridgers, and Lucy Dacus. To celebrate the band's rapid rise to the top of the music world, Gretsch is honored to offer the band's first ever signature instrument.

Fans worldwide can purchase the Gretsch Limited Edition boygenius Broadkaster® Jr. through the band's merch store at <https://boygenius.store/>. To learn more and view product descriptions, click [here](#). Product photos and images of the Gretsch Limited Edition boygenius Broadkaster® Jr. can be found [here](#).

For technical specs, additional information on new Gretsch products and to find a retail partner near you, visit www.gretschguitars.com. Join the conversation on social media by following @OfficialGretsch on Instagram and @GretschGuitars on YouTube.

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Gretsch Limited Edition boygenius Broadcaster® Jr. (\$699.99 USD) Gretsch is proud to introduce the Limited Edition boygenius Broadcaster Jr. Longtime fans of the Gretsch brand, boygenius is the six-time GRAMMY nominated band of Julien Baker, Phoebe Bridgers, and Lucy Dacus. To celebrate the band's rapid rise to the top of the music world, we are honored to offer the band's first-ever signature instrument. Built on the ultra-comfortable Broadcaster Jr. platform, the boygenius Broadcaster Jr. is adorned with ornate details including the custom tooth and three of cups fingerboard inlays based on the band's iconography and a nickel head badge donning all three of "the boys" signatures. Electromatic® Filter'Tron Pickups pair with a Chambered Center Block Maple body to produce a clear, punchy, well-balanced tone. A vintage-style Trapeze Tailpiece and binding around the body, neck, and f-holes complete the striking yet refined look of this limited-edition offering.

ABOUT GRETSCH:

Since 1883, Gretsch® guitars have been the guitar of choice for musical revolutionaries due to the rich, full sound, smooth playability, and boldly classic visual style it offers. From modern versions of legendary Gretsch® instruments to artist tribute models, Gretsch's emphasis on hand-craftsmanship and commitment to quality has pioneered new designs and manufacturing techniques, winning endorsements from some of the music industry's most respected artists and creating what is known among performers as "The Great Gretsch Sound!™" Throughout the 20th century, Gretsch® guitars were seen and heard on the biggest stages in rock 'n' roll and played by some of the most iconic guitarists in music history, from Chet Atkins and George Harrison to Bo Diddley and Malcolm Young. Today Gretsch is a licensed brand under Fender Musical Instruments Corporation (FMIC) and together, they've expanded the Gretsch footprint across musical genres, sprawling demographics and diverse geography while maintaining its unique sound, distinctive style and authentic legacy. For more information, visit www.gretschguitars.com. Join the

conversation on social media by following @OfficialGretsch on Instagram and @GretschGuitars on YouTube.

FENDER MUSICAL INSTRUMENTS CORP. MEDIA CONTACT:

Christina Stejskal

Vice President, Global Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

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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

Fender Musical Instruments Corporation
press@fender.com

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