



**FENDER® ANNOUNCES GUITAR
COLLABORATION WITH THE SHAWN
MENDES FOUNDATION®**

**GRAMMY® NOMINATED, MULTI-
PLATINUM SINGER, SONGWRITER,
GUITARIST DEBUTS LIMITED EDITION
SIGNATURE MUSICMASTER™
INSPIRED BY FANS – TO BENEFIT THE
SHAWN MENDES FOUNDATION®**

**SHAWN MENDES FOUNDATION MUSICMASTER™ ADORNED WITH
FAN'S RENDITION OF FLORAL DESIGN ART, "C"-SHAPED MAPLE
NECK AND JUMBO FRETS**

HOLLYWOOD, Calif. (August 4, 2020) —Fender Musical Instruments Corporation (FMIC) today released the all-new Shawn Mendes Foundation Musicmaster™, a collaboration

between The Foundation and Fender, which features fan-inspired art and classic Fender tone. Fender is a proud supporter of [The Shawn Mendes Foundation®](#), which seeks to inspire Shawn's audience, the youth generation of today—to learn about those causes that they are passionate about, and help empower them to use the voice they have to bring change to the world by taking action and giving back. As part of its ongoing mission, the Foundation provides resources and support to amplify the voices, messages, and platforms of young leaders driving positive change. The Signature Musicmaster™ features specs including a Tex-Mex™ Single-Coil Strat®, a Player Series humbucking pickup, medium jumbo frets and a custom neckplate adorned with his Foundation's "Solar Burst" icon and Shawn's signature. Now, fans around the world can play their very own Shawn Mendes guitar while learning songs like "Stitches" on [Fender Play](#), the complete learning app for guitar, bass and ukulele.

"I am so excited to release this guitar collaboration between Fender and The Shawn Mendes Foundation," says Shawn. "I hope it inspires some of my fans to pick up and learn guitar for the first time, and give back while doing so."

"We are thrilled to welcome Shawn Mendes to the Fender Artist Signature family and to bring his guitar vision of this '60s classic to life. With custom specs like a unique single/hum pickup configuration including a Tex-Mex™ Single-Coil Strat® pickup and medium jumbo frets, the Shawn Mendes Foundation Musicmaster™ is a special guitar where Shawn also pays homage to his followers with fan-inspired artwork on the body," said Justin Norvell, EVP Fender Products. "In addition, Fender is proud to contribute to the Shawn Mendes Foundation to empower today's youth. Collaborations like this continue to motivate us as a brand to encourage the next generation of guitar players to pick up and start their musical journey."

Originally introduced into Fender's history in 1965, the solid body Musicmaster™, envisioned for beginner players, has been a quintessential entry for many guitarists. Mendes himself began his musical journey at the age of 13, picking up an old classical guitar from his father and learning through YouTube tutorials, never giving up and, at times, practicing till his fingers bled. From there Mendes was inspired to pick up his first electric guitar, a black Fender Telecaster®, at the age of 14 after hearing the likes of legends and still his current musical influences, such as David Bowie and Bruce Springsteen. He wanted to bring this

same inspiration to his fans and anyone ready to embark on their musical journey with his very own signature model emulating his own guitar playing specifications that have created his tone today. The Shawn Mendes Foundation Musicmaster™, adorned with striking floral design art recreated by one of his fans, is a highly personal take on the popular '60s short-scale model, featuring an alder body, "C"-shaped maple neck with 9.5" radius, 22 medium jumbo frets, 3-position toggle, 6-saddle string through body Strat® hardtail with bent steel saddles and a unique single/hum pickup configuration including Tex-Mex™ Single-Coil Strat® (Bridge) and Player Series Humbucking (Neck) pickups, providing a wide range of Fender tones.

In true tradition, the Fender's Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments inspired by the unique specifications of the world's greatest guitarists and bassists. Fender discussed The Shawn Mendes Foundation Musicmaster™ specs and all details, in an episode of Fender's serialized social video series, Fender Demos. Fender Demos is an educational video series focused on providing a deep dive into Fender's newest products. The series focuses on showcasing not only the key features and benefits but also the sonic quality of Fender's instruments, amplifiers and pedals. In addition to product demos, the series also provides valuable beginner, intermediate and advanced tone tips, set-up and maintenance guides and insights to getting the most out of your Fender gear. More info on the Shawn Mendes Foundation Musicmaster™ can be found here; product photos and images of Shawn Mendes with his Signature Musicmaster™ can be found here.

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

For information about The Shawn Mendes Foundation, including how to donate, please visit ShawnMendesFoundation.org.

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THE SHAWN MENDES FOUNDATION MUSICMASTER™ - \$749.99 is a unique combination of exquisite vintage art and classic Fender tone. Adorned with a fans rendition of striking floral design art, this highly personal take on the popular 60s short-scale model

features an alder body, “C”-shaped maple neck with 9.5” radius, 22 medium jumbo frets and a unique single/hum pickup configuration, providing a wide range of Fender tones.

ABOUT THE SHAWN MENDES FOUNDATION:

The Shawn Mendes Foundation seeks to inspire Shawn’s audience, the youth generation of today—to learn about those causes that they are passionate about, and help empower them to use the voice they have to bring change to the world by taking action & giving back. As part of its ongoing mission, the Foundation provides resources and support to amplify the voices, messages, and platforms of young leaders driving positive change. SMF recently partnered with Global Citizen Year to launch the Global Citizen Academy, a first-of-its kind leadership experience for 2020 high school graduates from around the world to learn powerful and practical skills for a lifetime of social impact. Most recently, SMF provided \$250,000 in need-based scholarships to ensure that tuition is not a barrier to entry and students of all economic backgrounds can participate in the Academy. The Foundation has worked with Forests Ontario to plant seven acres of trees outside of Ontario, Canada, while the SMF and Shawn have aligned with various partners in recent years across various philanthropic fields, including Pencils of Promise, VH1 Saves the Music, the Ryan Seacrest Foundation, the TJ Martell Foundation, Global Citizen, and Fridays for Future. SMF also continues its work with their primary Canadian partner, SickKids Hospital in Toronto by giving a grant to support COVID-19 testing, and will remain an active partner to provide support to the hospital through various efforts and events. The Shawn Mendes Foundation is a sponsored program of the Social Impact Fund, a 501(c)(3) charitable organization. For information, including how to donate, please visit ShawnMendesFoundation.org.

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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.

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GLOBAL MEDIA INQUIRIES

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<https://fender.pr.co/271703-fender-announces-guitar-collaboration-with-the-shawn-mendes-foundation/>