



World renowned guitar brand Fender® launches project to benefit children's charity, celebrate 75th anniversary

CHARITY SONG "WE LOVE MUSIC" PERFORMED BY 15 OF JAPAN'S LEADING GUITARISTS AND BASSISTS TO BE RELEASED

TOKYO, JAPAN (NOVEMBER 10, 2021) – Fender Music Corporation Japan, part of Fender Musical Instruments Corporation (FMIC), one of the world's leading musical instrument manufacturers, marketers and distributors, announced today the launch of its "Fender® 75th Anniversary Charity Project – We Love Music." The initiative will support public elementary, middle, high school and special needs students in Japan during Fender's 75th anniversary celebration!

This charity project aims to increase opportunities for innovative and sustainable music education in Japan's educational public institutions, promoting music literacy in education. The charity project also aims to help children reach their full potential by providing them with opportunities to learn and play musical instruments.

Selected schools among the elementary, middle, high school and special needs schools that apply for this project will be provided with: grants for music education, guitars (either electric, acoustic or ukuleles) and notable guitar lessons by select artists. Full program rules and regulations can be found [here](#).

Applications will be accepted on the official [Fender website](#) starting December 7, 2021. The selected schools will be notified in March 2022.

Fender has teamed up with 15 of Japan's leading guitarists and bassists to release a "music" themed charity song entitled "We Love Music". The song will be released on November 10, 2021 (JST). Char, one of Japan's leading guitarists, serves as the executive producer and provides both the music and song production, resulting in an unprecedented collaboration between artists active in Japan and abroad, regardless of age, genre and label. The song will be distributed digitally through major streaming services. All proceeds from the distribution will go into the grant for the charity project, a truly unique and spectacular collaboration!

"I first encountered the guitar when I was a boy and became fascinated with it," said Char. "I still play it to this day, half a century later. I decided to participate in this project because I want more people to have this "instrument" that will allow them to infinitely pursue their own style of playing. The theme of this charity song is 'music.' It can be understood in any country and even little kids can sing the lyrics, so I would be happy if everyone, regardless of country and generation, could unite and sing this together."

SONG INFORMATION

TITLE

WE LOVE MUSIC

PARTICIPATING ARTISTS

**CHAR、AINYAN (SILENT SIREN)、INORAN (LUNA SEA)、KEN (L'ARC~EN~CIEL)、
J (LUNA SEA)、SU (SILENT SIREN)、TOMOMI (SCANDAL)、HAMA OKAMOTO
(OKAMOTO'S)、HARUNA (SCANDAL)、MACHIYA HARUHATA (TUBE)、KENJI
"JINO" HINO、MAMI (SCANDAL)、MIYAVI、SOUICHIRO YAMAUCHI (FUJIFABRIC)、
REI**

RELEASE DATE

NOVEMBER 10, 2021 (JST)

LINK

CHARITY DETAILS

NAME

FENDER 75TH ANNIVERSARY CHARITY PROJECT - WE LOVE MUSIC

PURPOSE

1. To increase opportunities for innovative and sustainable music education for children and to promote music literacy.
2. To provide children with opportunities to learn and play musical instruments so that they may reach their full potential.
3. To provide children who have restricted access, due to the pandemic, the opportunity to engage in musical activities to support their physical and mental well-being.

TARGET

All public elementary schools, middle schools, high schools and special needs schools in Japan. (Applications to be made by the schools.)

APPLICATION PROCEDURE

Please apply through [Fender's Japanese official website](#)

Application start date: December 7, 2021.

Application requirements:

1. Schools that are working towards a better music education.
2. Schools that want to actively incorporate lessons on stringed instruments, including the guitar, into their curriculum.
3. Schools that meet the requirements of 1. and 2. and are willing to answer the questionnaire regarding music education on the application website.
4. Schools that are able to report within a certain period of time after receiving the grant, the activities they have carried out using the grant.

Fender will select the schools from amongst those that meet the above criteria.

Other details on how to apply will be announced on the official website.

GRANT DETAILS

1. GRANT FOR MUSIC EDUCATION

The grant may be used for expenses such as: hiring guitar instructors, conducting guitar workshops, maintenance/repair/replacement of instruments (not limited to stringed

instruments) used in classes and extra-curricular activities, expenses for club activities/performances/off-campus activities, etc.

*The source of the grant will be determined by the sales of the charity song.

*Schools may freely choose to use the grant for music education purposes. However, the use of the grant will be confirmed at the time of application and selection.

2. ELECTRIC GUITARS, ACOUSTIC GUITARS AND/OR UKULELES

3. SPECIAL GUITAR LESSONS BY ARTISTS (TO BE HELD BY FENDER)

*The scheduling details and participating artists will be announced on the actual day.

*Schools that wish to participate may ballot for a slot.

*The event may be postponed in the event of any unforeseen circumstances.

SELECTION PROCESS

Application deadline (February 28, 2022)

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Shortlisting

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Interviews with shortlisted schools

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Final decision and notification (around March 2022)

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Grant provision (commencing around April 2022)

OFFICIAL WEBSITE

<https://www.fender.com/ja-JP/we-love-music.html>

IMAGES AVAILABLE FOR DOWNLOAD FROM THE FOLLOWING URL:

<https://fmic.egnyte.com/fl/LjR2HBT8RL>

OFFICIAL VIDEO

<https://youtu.be/2zoll7Rn9hs>

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION:

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® and Bigsby®–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 2021, Fender celebrates 75 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.

FOR GENERAL ENQUIRIES

Fender Music Corporation Japan

TEL: 0120-1946-60 URL: <http://fender.co.jp/>

FOR MEDIA ENQUIRIES

Fender Music Corporation Japan, Marketing Communications

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CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

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COPY LINK

<https://ga.fendergarage.com/newsroom/272094-world-renowned-guitar-brand-fender-launches-project-to-benefit-children-s-charity-celebrate-75th-anniversary/>