



FENDER LAUNCHES NEW, LIMITED- EDITION 'SHIELDS BLENDER PEDAL', HONORING MY BLOODY VALENTINE'S FRONTMAN AND ALT ROCK PIONEER

**SHIELDS' FIRST EVER FENDER SIGNATURE PEDAL OFFERS TWO
FOOTSWITCHABLE CHANNELS AND REACTIVE SAG CIRCUIT**

**AVAILABLE ON FENDER.COM AND IN THE OFFICIAL FENDER
SHIELDS BLENDER REVERB SHOP (US) & ANDERTONS (UK) SHOPS**

HOLLYWOOD, Calif. (June 13, 2023)—Today, Fender Musical Instruments Corporation (FMIC) announces the launch of My Bloody Valentine frontman, Kevin Shields, signature pedal, the Limited Edition Fender® Shields Blender - Fender's first-ever signature fuzz pedal. Kevin Shields' ground breaking sound and his legendary pedalboard configurations have left an indelible mark on the music industry. Shields' unique blend of distortion and feedback inspired countless musicians to experiment with new sonic textures. Now, four decades after My Bloody Valentine's formation, Kevin Shields' iconic sound has been captured in a new wild-but-versatile multi-fuzz octave effect.

An innovator and pivotal influence on effect-laden guitar tones, Shields awakened iconic sonic walls of fuzz like the world had never heard as he defined the tone of alternative rock in the '80s and '90s inspiring the 'shoegaze' genre and beyond. His tool of choice for fuzz laden chaos: an original Fender® Blender effect pedal, prized for its dynamic response and gripping fuzz splatter. Now, through over four years of co-development, Fender and Shields have resurrected this mythical 1970's fuzz and injected a subversive feature set, creating the all-new Limited Edition Shields Blender Pedal.

"I really enjoyed the experience," said Kevin Shields. "I've been using it a lot recently in the studio, it's been great, I'm looking forward to hearing how other people use it. It's kind of pretty extreme but also very interesting when it's set up in a subtle way."

The new Shields Blender pedal is a two-channel beast featuring a hand-copied version of the original Blender circuit (of which Shields is a longtime user and fan) in channel one and a powerful octave blender in channel two. It also features a footswitchable, reactive voltage sag circuit controlled by picking dynamics built to emulate a tube amp pushed to its limit. For those looking to get the lo-fi/hi-fi sound found on some of the band's most iconic records like *Loveless* and *m b v*, explore the Shields Blender. This special edition pedal is final assembled in the USA and comes accompanied with a limited print art box, a limited print hand signed collector's booklet telling the story of how this amazing collaboration came to be and a plaque bearing Shields' signature.

"It is an absolute honor to collaborate with the legendary Kevin Shields on Fender's inaugural signature fuzz pedal. Kevin's unparalleled musicianship and visionary approach to guitar tones have redefined the boundaries of sonic exploration," said Stan Cotey, Vice President of R&D at FMIC. "His creative genius and passion for pushing the limits perfectly align with Fender's commitment to innovation and delivering exceptional musical experiences. Together, we embark on an extraordinary journey, crafting a pedal that captures the essence of Kevin's groundbreaking sound with vintage-inspired fuzz, octave-up and sub-octave options, combined with a truly unique sag circuit to harness controlled chaos like no other fuzz pedal - the most revolutionary fuzz design that we have ever developed, and specifically for Kevin's musical vision."

Featured Specs Include:

- **Designed around a classic:** Designed around Kevin Shields original Fender® Blender circuit, with his added tweaks, the Fender® Shields Blender adds an octave-up push button to toggle the original octave-up fuzz voice on and off, unlocking all-new vintage fuzz tones.
- **Two footswitchable channels:** The Octave Footswitch toggles between two channels of fuzz. Channel one blends the fuzz voice with the original clean signal. Channel two removes the clean signal and instead blends the fuzz with a monophonic sub octave fuzz.
- **Blendable fuzz:** Use the Volume and Blend knobs to set the right balance of clean and fuzz signals to create unique crisp tones, then use the Fuzz and Octave knobs to craft the right mix of dual, or triple, octave fuzz.
- **Reactive sag circuit:** The revolutionary sag circuit uses dynamic sensing circuitry to create imploding fuzz tones. By starving the transistors of power relative to the picking intensity used by the player, you can harness controlled chaos like no other fuzz.
- **Vintage style, modern appointments:** Just like its predecessor, the Fender Shields Blender sports an angled, brushed aluminum chassis with vinyl appointments, while new additions like LED indicators and a 9V DC power jack provide modern convenience.
- **Performance ready footswitches:** An unprecedented four footswitches provide a wealth of fuzz tone and effects on tap, whether performing on stage in front of millions or recording in your home.

In true tradition, the Fender Artist Signature Series honors iconic musicians through product progression and storytelling, creating instruments and gear inspired by the unique specifications of the world's greatest guitarists and bassists. Introducing Fender's first ever signature fuzz pedal — the Fender Shields Blender designed in collaboration with My Bloody Valentine's front man and effect pedal genius, Kevin Shields.

The Limited Edition Fender® Shields Blender signature pedal is available for purchase on Fender.com as well as Reverb in the United States and Andertons in Europe. Over the years, Reverb has helped dozens of artists get their music gear into the hands of fans, including Travis Barker of Blink-182, Green Day and more. The marketplace is also home to exclusive gear from brands such as Fender, Ludwig and more. To explore **The Official Fender Shields Blender Reverb Shop**, visit:

<https://reverb.com/featured/fender-shields-blender>.

Andertons offers more than 30,000 musical products from stock, all available to ship to the UK, Europe and beyond. Andertons is proud to partner with Fender and Kevin Shields to offer the Limited Edition Fender® Shields Blender to their community of players. To shop on Andertons please visit: <https://www.andertons.co.uk/fender-shields-blender-limited-edition-fuzz-pedal>.

To learn more and view the Limited-Edition Shields Blender Pedal product descriptions, click [HERE](#). High-resolution artist, lifestyle, and product images 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.

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LIMITED-EDITION SHIELDS BLENDER PEDAL (\$499.99 USD, £449.00 GBP, €549.00 EUR, \$749.00 AUD, ¥ 77,000 JPY)

This limited-edition Fender Shields Blendermarks Fender's first ever signature fuzz pedal. A truly historic collaboration between Fender and My Bloody Valentine's front man and effect pedal genius, Kevin Shields, this special edition pedal is final assembled in the USA and comes accompanied with a limited print art box, a limited print hand signed collector's booklet telling the story of how this amazing collaboration came to be and a plaque bearing Shields' signature.

ABOUT REVERB:

[Reverb](#) is the largest online marketplace dedicated to buying and selling musical instruments. Since launching in 2013, Reverb has helped millions of music makers, music shops, top gear brands and more connect over new, used and vintage music gear. Powered by a team of music gear lovers and a passionate community of trusted sellers, Reverb combines a massive selection of well-priced instruments with technology and tools to help the world's music makers find the perfect piece of gear. Sales on Reverb help support

Reverb Gives, which provides youth music programs with musical instruments. Reverb is a subsidiary within Etsy, Inc. (NASDAQ: ETSY) “House of Brands” portfolio.

ABOUT ANDERTONS:

Andertons Music Co is a family-run musical instrument retailer. With almost 60 years of experience serving the music community in the UK and overseas, they have become renowned for their high-quality service and stellar reputation in the industry. From their Surrey based Music Super Store & enormous distribution centre, they offer musicians a huge selection of guitars, amps, drums, pianos, keyboards, synthesizers, recording equipment, PA systems, music accessories and more.

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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

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COPY LINK

<https://fender.pr.co/271668-fender-launches-new-limited-edition-shields-blender-pedal-honoring-my-bloody-valentine-s-frontman-and-alt-rock-pioneer/>