

PIMA ELEMENTARY SCHOOL STUDENTS ROCK OUT TO RAISE FUNDS FOR PHOENIX CHILDREN'S HOSPITAL

LOCAL FIFTH- AND SIXTH-GRADE STUDENTS MAKE MUSIC, AIM TO RAISE FUNDS FOR HOSPITAL

SCOTTSDALE, Ariz. (July 30, 2013) – Five young students and two teachers from Pima Elementary School in Scottsdale, Ariz., are using their musical talents to raise money for the Phoenix Children's Hospital.

The students ranging in ages from 11 to 12, and elementary school teachers Erik Hedrick and Stevie Hagel, formed a group called Pima Rock Band with two goals - to promote leadership and make a difference in the community.

"Pima Rock Band is all about taking a group of talented kids and giving them an opportunity to do something big for their community," said Erik Hedrick, 5th grade teacher at Pima Elementary School. "It's not about being the best singer, playing the loudest guitar solo, or being the best musician in school; it's about school-aged kids helping others with their talents, and hopefully inspiring others along the way."

The band's latest project includes attending local studio STEM Recording with producer Billy Siegle and engineer Curtis Grippe to record their version of Taylor Swift's 2012 hit song "Eyes Open." The track is now available for download on iTunes, Amazon, and all digital platforms with 100 percent of proceeds benefitting the Phoenix Children's Hospital.

"To see kids helping other kids like what Pima Rock Band is doing is really inspiring for our hospital staff and patients," said Steve Schnall, Senior Vice President and Chief Development Officer, Phoenix Children's Hospital. "For young people to be so generous

with their time, talent and money is extraordinary. We truly appreciate the efforts of these special students and their teachers.”

Pima Rock Band’s past projects include participating in national anti-bullying campaign PACER.org; offering music lessons to patients and staff at the Phoenix Children’s Hospital Child Life Zone; mentoring peers, and introducing classmates to music.

To download Pima Rock Band’s version of “Eyes Open” and to support the Phoenix Children’s Hospital, visit PimaRockBand.com, and click on the “Download ‘Eyes Open’ here” link on the upper left-hand side of the page.

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About Pima Rock Band

Pima Rock Band is a band made up by Pima Elementary School students in Scottsdale, Ariz., dedicated to those who inspire. Featuring music and other media created by students, PRB promotes leadership among youth in the community by taking an active role. For more information, visit pimarockband.com.

About Phoenix Children’s Hospital

Phoenix Children’s Hospital is Arizona’s only children’s hospital that is ranked in U.S. News & World Report’s Best Children’s Hospitals. Phoenix Children's provides world-class inpatient, outpatient, trauma, emergency and urgent care to children and families in Arizona and throughout the Southwest. As one of the largest children’s hospitals in the country, Phoenix Children’s provides care across more than 70 pediatric specialties. The Hospital is poised for continued growth in quality patient care, research and medical education. For more information about the Hospital visit www.phoenixchildrens.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

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

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