



FENDER® PARTNERS WITH AUSTRALIA'S SUPPORT ACT MUSIC CHARITY TO HELP MUSICIANS, ROAD CREW AND MUSIC INDUSTRY WORKERS AFFECTED BY COVID-19 RESTRICTIONS

FENDER LAUNCHES AUSSIE ARTIST GUITAR RAFFLE AND LIMITED-EDITION 'SUPPORT LIVE' MUSIC GUITAR STRAP TO RAISE FUNDS

SYDNEY, NSW (August 12, 2020)— Fender Music Australia Pty Ltd (FMA) today announced a partnership with Australian music charity Support Act to raise funds for music industry professionals whose livelihoods have been affected by COVID-19 restrictions. Offering the chance to win one of four Fender guitars signed by some of Australia's most respected artists in addition to a Limited-Edition #SupportLiveMusic Guitar Strap, Fender hopes to provide much-needed support to Australian musicians, road crew and industry workers who have been impacted by the pandemic.

“With thousands of Australian artists, crew and other music professionals having lost their livelihoods due to the cancellation of concerts, festivals, tours and live shows, Fender is proud to support an industry in need,” said Fender Music Australia General Manager, Mark Amory.

“Support Act is an incredibly important charity, and the Australian music community needs their help now more than ever. Musicians have always been generous in rallying behind a worthy cause by organising benefit concerts and other charitable events. We feel it's imperative to 'return the favour' and give our support to the music community, which now finds itself needing a helping hand,” he said.

Fender has donated three Stratocaster guitars from their popular Player series and one Lead series model guitar to Support Act for the Australian Guitar Raffle, which have been signed by local music heroes including Cold Chisel, The Hoodoo Gurus and Violent Soho. One guitar also features custom artwork hand-painted by Daniel Johns (Solo Artist, The Dissociatives, Dreams, Silver Chair). Fans can purchase raffle tickets via [Givergy](#) for only \$5 with Fender's profits going to the Support Act Relief Fund.

“For most of us, working in music is a labour of love and we do it without any safety net; we don't get sick pay, penalty rates, paid leave or superannuation, and most people eke out a living from gig to gig,” said Dave Faulkner of the Hoodoo Gurus.

“With the shutdown of live music due to COVID-19 there has been an unprecedented demand for help from Support Act and its resources are being stretched way beyond the limit,” he said.

Fender has also released a highly limited-edition [#SupportLiveMusic Guitar Strap](#), featuring the popular hashtag and available in five striking colours including Black and White, Red and White, Yellow and Green and Pink and Black. The guitar straps (RRP \$35) will be available for purchase from a selection of Australian Fender Dealers, with all of Fender's profits donated to Support Act.

Support Act is Australia's only charity delivering crisis relief services to artists, crew and music workers as a result of ill health, injury, a mental health problem, or some other crisis

that impacts on their ability to work in music. So far, losses across the sector amount to well over \$350 million. Established in 1997, their goal is to provide breathing space to help members of the music industry get back on track. Their support levels include assistance with rent or mortgage payments, medical bills, funeral costs and credit card debt. Support Act also offers a Wellbeing Helpline – a free, confidential 24/7 counselling service available to anyone working in Australian music who needs to talk about any aspect of their mental health. It can be accessed by calling #1-800-959-500. Qualified counsellors can also help with career insecurity, financial management, grief counselling, alcohol and substance dependency, homelessness, creative disputes and relationship breakdown.

“Support Act is very excited to partner with industry leaders, Fender, in fundraising efforts for the music industry during this current crisis. COVID-19 has decimated the Australian live music industry, and put a strain on all involved - from artists, to managers, crew, production, promoters, venues and many others,” said Clive Miller, Support Act CEO.

“The recovery period will be hard, and an uncertain time frame. Funds raised from Fender's fundraising through the sale of Support Act branded guitar straps, and the raffle of signed Fender guitars, will go a long way to helping those in crisis in the Australian Music Industry,” he said.

You can view the Fender Guitar Raffle [here](#) and the Support Live Music guitar strap [here](#). For additional information on new Fender products or to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender. For more information about Support Act, visit <https://supportact.org.au/>.

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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

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