

# **GRETSCH® & BONO PARTNER ON SIGNATURE GUITAR; NEW (GRETSCH)RED RAISES MONEY TO FIGHT AIDS(RED)™**

SCOTTSDALE, Ariz. (December 9, 2014) – Gretsch and Bono join forces once again for a new signature guitar model, the (GRETSCH)<sup>RED</sup>. Bearing the special (RED) logo adorned on the pickguard and truss rod cover, every guitar sold will raise money for the Global Fund to AIDS, tuberculosis and malaria.

The double-cutaway (GRETSCH)RED G5623 Electromatic® Center-Block Bono “Signature” Model puts Bono’s personalized stamp on Gretsch’s new thinline spruce center-block design, which delivers “high gain-friendly” tone and greater control over the kind of feedback players want.

Other premium features include a bound arched maple top with bound sound holes, maple sides and arched back (also bound), maple neck, 22-fret bound rosewood fingerboard with Neo-Classic™ “thumbnail” inlays, dual “Black Top” Filter’Tron™ pickups with three-position toggle switching, and master volume and tone controls, anchored Adjusto-Matic™ bridge with “G”-cutout tailpiece, Grover® deluxe tuners, chrome hardware and deluxe case.

“The (GRETSCH)<sup>RED</sup> guitar is a guitarist’s dream,” said Bono, co-founder of (RED). “And the reality is that every time someone buys one, it’s raising money to fight AIDS. That money can buy life-saving medicine for pregnant mothers living with HIV, and prevent their babies being born with the virus. They’re the same pills that will help deliver an AIDS Free Generation.”

Since it was founded by Bono and Bobby Shriver in 2006, (RED) has generated more than \$275 million for the Global Fund to fight AIDS, tuberculosis and malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania

and Zambia. Global Fund grants that (RED) supports have impacted more than 55 million people with prevention, treatment, counseling, HIV testing and care services.

Five percent of the wholesale price from each guitar sold will go to the Global Fund. For more information on Gretsch fretted instruments, go to [www.gretschguitars.com](http://www.gretschguitars.com). For more information on (RED), go to [www.red.org](http://www.red.org).

# # #

**About (RED)** (RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS. (RED) partners with the world's most iconic brands who contribute up to 50% of profits from (RED)-branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Starbucks, Galaxy Chocolate (UK), The Coca-Cola Company, Bank of America, Beats by Dr. Dre, Belvedere, Claro, SAP, Telcel and Live Nation Entertainment. (RED) Special Edition partners include: aden+anais, Jonathan Adler, Theory, HEAD, Kidrobot, Moleskine, Mophie, FEED, Sir Richard's Condom Company, Shazam, Square, Girl Skateboards, Nanda Home, Bottletop, Fatboy USA and Bed Bath & Beyond.

To date, (RED) has generated more than \$275 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, Swaziland, Tanzania and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 55 million people with HIV prevention, treatment, counseling, HIV testing and care services. (RED) is a division of The ONE Campaign. Learn more at [www.red.org](http://www.red.org).

## 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](mailto:press@fender.com)

### COPY LINK

<https://fender.pr.co/271566-gretsch-amp-bono-partner-on-signature-guitar-new-gretsch-red-raises-money-to-fight-aids-red/>