



FENDER RELEASES TWO, SIGNATURE UKULELES WITH GRACE VANDERWAAL – THE BRAND’S YOUNGEST SIGNATURE ARTIST

**AVAILABLE OCTOBER 2, PERFORMANCE-READY SIGNATURE AND
MOONLIGHT UKULELES, TRULY-GRACE PERSONAL TOUCHES TO
INSPIRE YOUNG PLAYERS**

HOLLYWOOD, CALIF. (October 2, 2018)—Fender Musical Instruments Corporation (FMIC) today announced the release of two ukuleles inspired by singer-songwriter Grace VanderWaal. The 2017 Billboard Rising Star award recipient popularized ukulele when she won Season 11 of NBC’s *America’s Got Talent* in 2016 at age 12. The Grace VanderWaal Signature Ukulele and Moonlight Ukulele were created with the classic clean, legendary Fender tone to inspire and capture hearts of the next generation of musicians. The release of these two artist signature models comes at an exciting time for VanderWaal who has just come off a summer tour with pop-rock band Imagine Dragons and is slated to make her 2019 film debut as the lead in Disney’s book-to-film adaptation of *Stargirl*.

“What I think is cool about Fender, and what originally drew me to them, was the Fender electric guitar headstock, which I’ve never seen on another ukulele,” said VanderWaal. “I

feel like a rockstar when I'm tuning it. I wanted these ukuleles to be pretty, but also have a great sound. Fender perfectly accomplished that and made my dream ukuleles come true. I'm seeing my passions come full circle. I think everyone has music inside them and my hope is that I can help them find it."

The performance-inspired **Grace VanderWaal Signature Ukulele** incorporates everything that Grace loves about playing live for her fans. From the stage-ready, Fishman® Kula preamp pickups, dark walnut exterior and custom deluxe gig bag, the instrument itself reflects Grace's boho-chic style and mission to inspire the next generation of players. The concert body is constructed from sapele wood which gives the signature ukulele a balanced, earthy tone that serves as the perfect support for her uniquely soulful voice. VanderWaal personally selected each detail to make the ukuleles sound rich and embody her personal style, which is reflected in the custom gold hardware and rosette. In addition, her signature adorns the Telecaster headstock, as well as the custom soundhole label—the first of its kind on a Fender instrument. VanderWaal also worked with Fender to create the **Grace VanderWaal Moonlight Ukulele** – a navy blue-colored version of the California Coast Series Venice Soprano uke – perfect to play by the beach or at home with friends and family. It features all the same personal touches on the Signature model, but at a more accessible, entry level price point for those just beginning their musical journey.

"Designing the Grace VanderWaal Signature Ukulele with Grace was effortless," adds Billy Martinez, VP Category Manager of Acoustics and Squier Divisions. "She knew she wanted personal touches, such as the gold hardware and her signature on the headstock, but was most passionate about the electronics so she could be stage-ready at all times. Having Grace join the Artist Signature Series brings that same on-stage energy to Fender Ukuleles and underscores that no matter how wild your dreams, anything is possible."

To assist players that want to follow in VanderWaal's footsteps, Fender has included a 30-day free trial of **Fender Play** – the perfect companion and complete learning app for ukulele, guitar and bass – with the purchase of either signature ukulele. Six of VanderWaal's hit songs including, "I Don't Know My Name," "Just a Crush," "Clay," "Gossip Girl," "Light the Sky," and "So Much More Than This," are offered in the app's ukulele lessons, so fans can sing and play along with VanderWaal in minutes. To check out a lesson preview of "I Don't Know My Name," [click here](#).

The Grace VanderWaal and Fender partnership also supports Grace's efforts to bring music to underserved schools. Her foundation "Little Miracles" strives to give the gift of music to local schools and communities where music programs have been reduced or cut altogether. Fender has donated several ukuleles to this cause and will continue supporting Grace in her work with the foundation. To learn more visit GraceVanderWaal.com/LittleMiracles.

Fender's popular artist signature models are geared toward product progression and storytelling, creating instruments designed to the unique specifications of the world's most iconic artists. The Grace VanderWaal Signature Ukulele and Grace VanderWaal Moonlight Ukulele give fans and players at all experience levels a chance to embark or continue on their musical journey. To learn more about this new artist signature model and her mission to pave the way for the next generation of players from VanderWaal herself in the "Fender Presents: Grace VanderWaal Signature Ukulele" video, click [here](#). Also, make sure to watch an [exclusive performance](#) with Grace of her single, "A Better Life," a song from her debut album, *Just The Beginning*, out now. For approved images of Grace VanderWaal and her Signature Ukulele as well as product images of both models, please click [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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GRACE VANDERWAAL SIGNATURE UKULELE – \$199.99

Blazing her own musical trail, songstress Grace VanderWaal and her ukulele burst onto the music scene with her 2016 debut EP, *Perfectly Imperfect*. With its comfortable concert-sized body, enticing sound and stage-ready features, including a Fishman® Kula preamp system, the Grace VanderWaal Signature Ukulele is the perfect partner for her music. Reflecting Grace's "Boho Chic" style, this ukulele features a luxurious Dark Walnut gloss finish, gold sparkle rosette, gold hardware, custom floral soundhole label and Grace's distinctive heart signature adorning the back of the headstock. Sapele construction gives the Grace VanderWaal Signature Ukulele a balanced, earthy tone that serves as the perfect support for her uniquely soulful voice. The easy-playing 16-fret neck provides an extended range,

and the pullthrough bridge makes changing strings quick and easy. Topped off with a modern 4-in-line Tele® headstock, this instrument stands out from the crowd with Fender vibe and Grace's personally chosen aesthetics. Combining the rich sound and easy playing feel of a concert-sized ukulele with Grace's style, the Grace VanderWaal Signature Ukulele is equal parts inspiring and amazing—just like its namesake. Includes signature gig bag.

GRACE VANDERWAAL MOONLIGHT UKULELE - \$99.99

Inspired by the soprano ukulele that accompanied Grace VanderWaal as she learned to play, the Grace VanderWaal Moonlight Soprano Ukulele is a marvelous introduction to this easy-to-play instrument. With its comfortable smaller body, enticing sound and stage-ready features, the Grace VanderWaal Moonlight Soprano Ukulele is the perfect partner for her music. Reflecting Grace's "Boho Chic" style, this ukulele features an elegant, stylish Navy Blue satin finish; gold sparkle rosette; gold hardware; a custom floral soundhole label inspired by the album art from her debut release, *Just The Beginning*; and Grace's distinctive heart signature adorning the back of the headstock. The slim "C"-shaped neck profile is comfortable to hold and easy to play, while the pull-through bridge makes changing strings a breeze. Topped off with a modern 4-in-line Tele® headstock, this instrument stands out from the crowd with Fender vibe and Grace's personally chosen aesthetics. Combining the chiming sound and easy playing feel of a soprano-sized ukulele with Grace's style, the Grace VanderWaal Moonlight Soprano Ukulele is equal parts inspiring and amazing—just like its namesake.

ABOUT GRACE VANDERWAAL:

Hailed by Rolling Stone as a "pop prodigy," singer/songwriter Grace VanderWaal has staked a claim to be one of the most exciting names in music today. She skyrocketed to fame after winning the 11th season of NBC's top-rated America's Got Talent, where she performed all original music written by Grace herself. The ukulele-wielding artist went on to release 2016's best-selling EP *Perfectly Imperfect* and followed with her aptly-titled debut album "Just the Beginning" in November 2017, which features her chart-topping hit "Moonlight." Over the past year, Grace won the Radio Disney Music Award for The Freshest - Best New Artist and the Teen Choice Award for Choice Next Big Thing, was tapped for Variety's Youth Impact Report and Billboard's 21 Under 21 for the second time, signed a modeling deal with IMG Models Worldwide, and was also honored with the 'Rising Star' award at the 2017

Billboard Women in Music ceremony. She has seen wide critical praise, with The New York Times calling her “a pop natural,” USA Today naming her a “songwriting phenom,” and Billboard praising her “restrained yet affecting vocal delivery beyond her years.” To date, Grace has accumulated 647 million streams worldwide, over 250 million video views and 7.8 million social media followers. Her latest single “Clearly” was released in March and is an anthemic reprise of Johnny Nash’s “I Can See Clearly Now” with new and original lyrics. Following her sold-out U.S. headlining tour last fall, Grace opened for Imagine Dragons on their extended North American Evolve Tour this summer. Connect with Grace at www.gracevanderwaal.com, on Facebook www.facebook.com/GraceVanderWaalMusic, on Twitter [@GraceVanderWaal](https://twitter.com/GraceVanderWaal), on Instagram [@gracevanderwaal](https://www.instagram.com/gracevanderwaal), and YouTube at www.youtube.com/GraceVanderWaal

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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.

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GLOBAL MEDIA INQUIRIES

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