



FENDER MUSIC AUSTRALIA DONATES 300 GUITARS TO DISADVANTAGED SCHOOLS

300 FENDER ACOUSTIC GUITARS DISTRIBUTED TO PRIMARY SCHOOLS FOR NATIONAL "DON'T STOP THE MUSIC" CAMPAIGN

SYDNEY, NSW. (January 18, 2019) — Earlier this week, Fender Music Australia donated 300 new acoustic guitars to the national *Don't Stop the Music* campaign, who will distribute the instruments to disadvantaged primary schools around the country.

The campaign, led by [Musica Viva](#), the Salvation Army and the ABC, aims to promote the transformative effects of music in the classroom. The initiative has been documented in a three-part ABC TV series starring Guy Sebastian.

Fender's donation at the Musica Viva national office in Sydney was a substantial contribution to the *Don't Stop the Music* campaign and reflects the company's commitment

to the Australian music community and providing music education to support these children on their musical journey.

"When I saw *Don't Stop the Music* on TV, I instantly knew it was something Fender needed to be a part of," said Fender Music Australia's General Manager, Mark Amory. "The best way to help out was to get a bunch of instruments in the kids' hands and encourage them to make music and enjoy themselves," he said.

Fender has been an international icon of the music industry for over 70 years, creating instruments used by legendary artists like Jimi Hendrix, Eric Clapton and Bob Dylan.

"Thousands of students across Australia are missing out on music education, and all the benefits associated with learning music. With the help of generous donations such as this from Fender, *Don't Stop the Music* and Musica Viva aim to make a real difference to children's lives," Musica Viva's Director of Education, Colette Vella, said. "Fender's donation was an outstanding result for *Don't Stop the Music*, which has now gathered over 4,000 instruments for Australian schools," she said.

For more information on *Don't Stop The Music* or to make a cash or instrument donation, please visit musicaviva.com.au/dontstopthemusic/

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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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