



**GRETSCH HONORS GRAMMY-
NOMINATED LATIN FAITH
VIRTUOSO WITH SIGNATURE
GUITAR THAT BLENDS ELEGANT
DESIGN WITH POWERFUL, SONIC
CAPABILITIES**

**LE CHRIS ROCHA ELECTROMATIC BROADCASTER JR. COMES
EQUIPPED WITH HIGH SENSITIVE FILTER'TRON™ PICKUPS, BIGSBY®
B70 TAILPIECE, AND BROADCASTER® JR BODY**

HOLLYWOOD, Calif. (February 28, 2024) — Today, Gretsch announces the Gretsch Limited Edition Chris Rocha Electromatic® Broadcaster® Jr., an instrument whose artful construction and sleek design is an ode to Chris Rocha, one of Latin worship music's most distinctive players. The GRAMMY®-nominated and Latin-GRAMMY nominated artist joins a roster of iconic Gretsch® signature artists including legends like AC/DC's Malcolm Young, George Harrison, Billy Duffy, and more recently, indie group boygenius and Portugal. The

Man's John Gourley. The Broadcaster® Jr. guitar has become a mainstay of the Gretsch catalog, and it's no wonder why—its compact body shape and the unmistakable sustain afforded to the instrument by way of a chambered center block has made this guitar a no-brainer for any player looking for equal parts elegance and sheer sonic power. Not only does this signature Broadcaster® Jr. pay homage to an artist whose singular playing has created a new wave of faith-based guitarists, but it's the perfect instrument for anyone looking to discover their own unique sound.

"I'm absolutely thrilled to embark on a musical journey with my new signature Gretsch guitar. The craftsmanship and tonal excellence of this instrument have ignited a newfound passion in me," said Chris Rocha. "Here's to countless melodies and endless inspiration – the LE Chris Rocha Electromatic® Broadcaster® Jr. is not just a guitar; it's a symphony waiting to be played."

Rocha's sonic exploration began at a young age when his father taught him how to play guitar at seven years old. He quickly took to the instrument and by the time he was nine he and his family started a traveling band and ministry. Rocha discovered his true calling at the intersection of music and faith in high school. Despite the risks, he recognized that nothing resonated with him as deeply as performing alongside his parish and friends. From there, he forewent a conventional college experience in favor of something more in line with what he knew would be far more spiritually fulfilling. At the age of 20, he took a position at a church in Beaumont, Texas where both his faith and love for playing and performing prospered. This quickly turned into a career spent touring with various bands and as he began building a name for his artful approach to the guitar, Rocha found himself at the center of the Christian Spanish music industry. Since then he has played on two GRAMMY Award-winning Albums, was nominated for five others and a Latin GRAMMY, won two Dove awards, and one Premios Arpa.

The LE Chris Rocha Electromatic Broadcaster Jr. pays perfect homage to a guitarist whose playing is as technically proficient as it is sublimely emotive. This instrument seamlessly integrates refined aesthetics and top-notch craftsmanship, purpose-built for delivering Rocha's soaring lead lines and angelic chord voicings. At first glance, the vintage white finish and sparkling gold hardware make a stunning visual statement, setting the stage for the remarkable features embedded in this signature guitar.

The Signature Broadkaster Jr. boasts a 14" single-cutaway maple body with a chambered spruce center block, offering a perfect balance between resonance and weight. The thin "U"-shaped maple neck, featuring a 12"-radius rosewood fingerboard with 22 medium jumbo frets and pearloid Neo-Classic™ thumbnail inlays, ensures a comfortable and smooth playing experience. The heart of this instrument lies in its dual High Sensitive Filter'Tron™ pickups, providing a dynamic range for players seeking clarity and precision, whether navigating layers of fuzz or embracing a clean tone. The control setup includes a master volume with treble bleed circuit, master tone, individual pickup volume controls, and a three-position pickup selector switch for versatile tonal options. Additional features include a Graph Tech® NuBone® nut, anchored Adjusto-Matic™ bridge, locking tuners, and strap locks. The Bigsby® B70 vibrato tailpiece with wire handle adds expressive possibilities to the playing experience. The gold sparkle binding and hardware further enhance the instrument's overall elegance, making the LE Electromatic Chris Rocha Signature Broadkaster Jr. a standout choice for guitarists who appreciate both style and substance.

"We are excited to welcome Chris Rocha to the Gretsch Artist Signature family," said Jason Barnes, VP of Product at Gretsch. "A long-time partner to the brand, he is an amazing player who fuses incredible virtuosity with a truly inspirational voice."

Gretsch proud to announce the [LE Chris Rocha Electromatic Broadkaster Jr.](#) Chris Rocha is a highly influential guitarist and producer in the worship music scene. A twice Dove Award winner and contributor on two Grammy Award-winning records, Chris is a beacon of musical light in his genre. An avid Gretsch advocate, Gretsch honored to partner with him on this Limited Edition Electromatic Broadkaster Jr. guitar.

High-resolution artist, lifestyle and product images of Chris and the Limited Edition Electromatic® Chris Rocha Broadkaster® Jr. can be found [HERE](#). Full product descriptions and specifications can also be found [To learn more and view product descriptions, click HERE.](#)

For technical specs, additional information on new Gretsch products and to find a retail partner near you, visit www.gretschguitars.com. Join the conversation on social media by following @OfficialGretsch on Instagram and @GretschGuitars on YouTube.

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Gretsch Limited Edition Chris Rocha Electromatic® Broadcaster® Jr. (\$1299.99 USD, £1,149.00, €1,299.00, \$2,299.00 AUD, ¥253,000 JPY)

Chris Rocha is a pioneer in the Spanish worship music scene and a highly influential guitarist and producer. A twice Dove Award winner and contributor on two GRAMMY Award-winning records, Rocha is a beacon of musical light in his genre and Gretsch is proud to release the Limited Edition Electromatic® Chris Rocha Broadcaster® Jr. guitar. The heart of this instrument lies in its dual High Sensitive Filter'Tron™ pickups, providing a dynamic range for players seeking clarity and precision, whether navigating layers of fuzz or embracing a clean tone. The control setup includes a master volume with treble bleed circuit, master tone, individual pickup volume controls, and a three-position pickup selector switch for versatile tonal options. The Bigsby® B70 vibrato tailpiece with wire handle adds expressive possibilities to the playing experience.

ABOUT GRETSCH:

Since 1883, Gretsch® guitars have been the guitar of choice for musical revolutionaries due to the rich, full sound, smooth playability, and boldly classic visual style it offers. From modern versions of legendary Gretsch® instruments to artist tribute models, Gretsch's emphasis on hand-craftsmanship and commitment to quality has pioneered new designs and manufacturing techniques, winning endorsements from some of the music industry's most respected artists and creating what is known among performers as "The Great Gretsch Sound!™." Throughout the 20th century, Gretsch® guitars were seen and heard on the biggest stages in rock 'n' roll and played by some of the most iconic guitarists in music history, from AC/DC's Malcolm Young, George Harrison, Billy Duffy, and more recently, indie group boygenius and Portugal. The Man's John Gourley. Today Gretsch is a licensed brand under Fender Musical Instruments Corporation (FMIC) and together, they've expanded the Gretsch footprint across musical genres, sprawling demographics and diverse geography while maintaining its unique sound, distinctive style and authentic legacy. For more information, visit www.gretschguitars.com. Join the conversation on social media by following @OfficialGretsch on Instagram and @GretschGuitars on YouTube.

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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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