

FENDER® ACCELERATOR TOUR LAUNCHES IN SUPPORT OF EMERGING ARTISTS AND PROVIDES CUSTOMIZED TOUR VANS, MUSIC GEAR, MARKETING & PRODUCTION SUPPORT

**ARTISTS INCLUDE NIGHT TERRORS OF 1927, PRIORY, MATTHEW
CURRY, MARMOZETS, WATERS, DEAP VALLY AND MORE**

LOS ANGELES – (March 25, 2015) – Fender, the world's leading musical instrument brand, today unveiled the *Fender Accelerator Tour*, a new initiative that provides emerging musicians the support and resources they need to grow their fan base and promote their music.

Kicking off this week and extending through June, the *Fender Accelerator Tour* is made up from a diverse collection of musicians on tours throughout the U.S. and Canada including: **Night Terrors of 1927; Priory; Matthew Curry; Marmozets, Deap Vally and Waters**, with several others to be announced. Each band is receiving tour support including a customized 15-passenger touring van, promotional and marketing support, and Fender gear, including electric and acoustic guitars, basses, amps and accessories. To keep the tour moving at full speed, Fender is also covering all fuel and vehicle maintenance needs.

"Fender has a rich mix of musicians on our team and we understand the challenges of touring first hand," said Richard McDonald, Executive Vice President, Fender Brand. "It's such a dynamic time in a band's professional journey and you are usually ready to hit the road before you have all the pieces in place. The Fender Accelerator Tour takes some of that pressure off these amazing bands and gets them on the road, in front of their audiences. We are pumped to be able to offer support to these talented artists so they can focus on what really matters, the music!"

“We grew up playing Fender guitars,” said Brandon Rush of the band Priory. “Our 12-year-old selves are freaking out right now. We are floored out of our minds to be Fender artists and part of the Fender Accelerator Tour in 2015.”

Covering emerging artists across a wide array of musical genres from alternative and rock to country and singer/songwriters and beyond, the *Fender Accelerator Tour* will follow the musicians as they embark on whirlwind tours and share their experiences along the way. Each van is equipped with GoPro cameras to capture real-time daily content on the stage and on the road. From the trials and tribulations to the flashes of inspiration, key moments will be documented as they happen and shared by the artists themselves across their own social channels using #FENDERXLR8R. This content will also be shared on all of Fender’s owned media channels that currently reach more than five million people each month, allowing artists to leverage the reach and voice of the Fender brand to generate new fans.

The Fender Accelerator Tour was created and developed in partnership with CAA Marketing, a division of Creative Artists Agency, and in collaboration with production partner NCompass. For more information, visit www.fender.com.

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Photo: Night Terrors of 1927 (from left to right): Jarrod Gorbel, Blake Sennett.

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

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