



FENDER COLLABORATES WITH 1500 SOUND ACADEMY, SUPPORTS GUITAR-BASED LEARNING AND MUSICAL EXPRESSION FOR MODERN DAY CREATORS IN LOS ANGELES

FENDER AWARDS ACADEMY SCHOLARSHIPS TO TWO RISING STUDENTS; 1500 SOUND ACADEMY CREATES DEDICATED FENDER ROOM AND INTEGRATES FENDER HISTORY, GEAR AND FENDER PLAY™ INTO CURRICULUM

HOLLYWOOD, Calif. (August 29, 2019)—Fender Musical Instruments Corporation and 1500 or Nothin' today announced a new collaboration with 1500 Sound Academy, LLC in Inglewood, Calif. to offer a guitar-based curriculum integrating Fender history, products and Fender Play – the [complete, digital learning app for guitar, bass and ukulele](#). As part of the brand's commitment to supporting players and creators of the future at every stage of their musical journey, Fender has provided full scholarships to two students and outfitted a studio space at 1500 Sound Academy – dubbed 'The Fender Room' – with the latest gear. Fender joins a list of esteemed entertainment brands that have come onboard to support 1500 Sound Academy and its mission, including Roland®, Dolby®, Zildjian®, SVS®, the Kennedy Center and more.

"We are so honored to begin a partnership with a brand as legendary and omnipresent as Fender!" said James Fauntleroy, CEO of 1500 Sound Academy. "Having graced every genre of music and every genre of person, Fender is a perfect representation of what we aspire to achieve at 1500 Sound Academy - accessibility, versatility and with a little (aka a LOT) of practice: extreme awesomeness!"

"As a company, we continue to underline a strong core culture of innovation and excellence," added Larrance Dopson, CEO of 1500 Sound Academy. "We're very excited to announce 1500 Sound Academy's partnership with Fender, as this opportunity further enables us to advance in that direction. Fender's increase of improvement has served unimaginable amounts within the vast community of music creatives. We're fortunate enough to uplift and educate - as both 1500 Sound Academy and Fender progress, we look forward to sustaining that mission."

The 1500 Sound Academy, created by GRAMMY®-winning R&B/pop singer/songwriter James Fauntleroy and GRAMMY-winning producer/musician Larrance "Rance" Dopson from 1500 or Nothin', serves as a bridge between school and a potential career in the music business, teaching kids the necessary knowledge and tools they need to succeed in the modern-day. Based in Inglewood, Calif., the program was created two years ago and has since hosted workshops with George Clinton and Nipsey Hussle, among others. The partnership is grounded in the authentic relationship the band has had with Fender products through their history and their desire to remain true to their musical roots with 1500 Sound Academy.

"My commitment and vision as a founder is to build the bridge between community, culture, creativity and real opportunity by curating an elite group of industry leaders to create an ecosystem under one roof with the goal to level the landscape for the minds of today," said Twila True, Founder of 1500 Sound Academy.

Fender's participation in the program will include supplying its gear for students to experiment with in a studio environment, as they explore their tastes and all the tonal possibilities in their sonic palette. In order to create the ultimate experience for students, Fender has provided the following product provided for demo use in the Fender room: the innovative American Acoustasonic™ Telecaster®, Player Series Jazzmaster® and Jazz

Bass®, Mustang™ GT, '57 Custom Pro-Amp® and Twin-Amp®, Fender Play, effects pedals, such as the MTG Tube Distortion, and more. 1500 Sound Academy students will have the ability to work in the Fender room on individual assignments and group projects, incorporating non-traditional use of guitar, composition and micing techniques.

“The role of guitar in music and culture has evolved, and it’s being used in more innovative ways than ever before as technology plays a prevalent role in music production,” said Evan Jones, CMO of Fender. “Through our work with 1500 Sound Academy, we’re proud to make playing and learning a musical instrument more accessible to young, rising musicians, producers and songwriters, as they explore guitar and bass as foundational tools in the creative process. Whether the guitar is used for songwriting, layering or laying down parts, the possibilities are endless.”

Scholarship students Akil (of Waxahachie, Texas) and Alianna (of St. Petersburg, Florida) were chosen based on passion, skills in guitar or bass and how their playing ability was implemented in a more modern way with digital tools like Ableton Live and other DAWs. Both of these students saw opportunities to expand their creative palettes by mixing guitars and different treatments, as well as recording direct versus micing amplifiers.

These two scholarship students, along with others enrolled in the six-month program, will receive detailed instruction on composition, quality, song structure, entrepreneurship, ownership, coding, film and product development as they achieve curriculum milestones and complete projects. In an effort to emphasize guitar-based curriculum and instrumental fundamentals, 1500 or Nothin’ Sound Academy will integrate the digital learning app, Fender Play into the curriculum, encouraging students to try their hand at learning a new instrument or to brush up on playing skills to be applied in the modern creative process. The Fender Play platform will run in parallel with 1500 Sound Academy’s core curriculum as a fundamental guitar, bass and ukulele instructional tool. Those in the program who become interested in guitar and bass while at 1500 Sound Academy will benefit from the clear instructional paths set out for beginners. Students whose main performance and composition tool is guitar or bass can follow the Fender Play instruction to fill any gaps in knowledge that they may have, as well as explore genres other than their main focus. James Fauntleroy and Larrance “Rance” Dopson (Bruno Mars, Ariana Grande, Ella Mai)

and Timbaland (Justin Timberlake, Aaliyah, Missy Elliott) are among the guest lecturers slated for the current six-month session.

For additional information on new Fender products and to find a retail partner near you, visit www.fender.com. Learn more about [1500 Sound Academy](#) and [access a partnership photo](#). Join the conversation on social media by following @Fender. Follow @1500soundacademy on [Instagram](#).

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ABOUT 1500 SOUND ACADEMY, LLC.:

1500 Sound Academy, LLC is a subsidiary of Volume Ventures, LLC, an independent multi-faceted entertainment company that provides comprehensive music & video production, publishing, and education services to aspiring and established recording artists, songwriters, musicians & music videographers. Based in Inglewood, California, Volume Ventures, LLC is led by an accomplished team, consisting of Grammy award-winning R&B/Pop singer-songwriter James Fauntleroy, musician & Grammy award-winning producer, Larrance “Rance” Dopson, & successful entrepreneur & executive, Twila True, Co-Founder of True Family Enterprises, a privately held family office based in Newport Beach, California. For more information, visit 1500SOUND.ACADEMY.

FENDER MEDIA CONTACT:

Christina Stejskal

Head of Global Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@Fender.com

1500 SOUND ACADEMY MEDIA CONTACT:

Pristina Alford

Pristina_Alford@dkcnews.com

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

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