



FOR IMMEDIATE RELEASE

**THE FENDER® CENTER AND STEVE MILLER BAND LAUNCH “TEXT-TO-DONATE” CAMPAIGN
TO RAISE MONEY TO BENEFIT KIDS ROCK FREE®**

**SELECTED STUDENTS TO PERFORM ANTHEM HIT “FLY LIKE AN EAGLE” ON STAGE WITH
MILLER IN FRONT OF THOUSANDS OF FANS!**

CORONA, Calif. (May 17, 2010) – Legendary rock icon Steve Miller will launch an innovative “text-to-donate” campaign to raise money and awareness for a national music education initiative at the kick-off show for his upcoming concert tour at the M Resort in Las Vegas on Fri., May 21. The “text-to-donate” campaign will benefit Kids Rock Free music programs at the Fender Center located in Corona. The campaign provides free and low-cost music lessons to students age 7-17. KRF® has serviced over 12,000 kids and there are currently 800 waitlisted for the program. Miller who is a Trustee for the Fender Center KRF program is challenging his fans and artists to donate money to expand the Kids Rock Free school nationwide.

Miller, a long time pioneer of music education will take the “text-to-donate” message on the road with him as he makes his way across the United States this summer in support of his new album BINGO! In addition to promoting the campaign, The Steve Miller Band will welcome Kids Rock Free student Dillon Brown, a freshman at Santiago High School in Corona, CA to join them on-stage at a handful of shows performing the anthem “Fly Like An Eagle.” Brown, who is a KRF guitar student, started 5 years ago when he was just 10 years old and showcases what is possible when kids have access to music education.

“Steve Miller's incredible support for Kids Rock Free and CAMPAIGN 800 is nothing short of amazing, and we are so very grateful for all he's doing for the children,” said Debbie Shuck, Executive Director of the Fender Center.

“In my opinion the Fender Museum and Music school is the best designed and operated community music program in the Country. It was built for a reasonable amount of money, it is self- sustaining and it focuses on teaching music by involving parents and children in a way that inspires and rewards good work,” said Miller. “That is why I have performed three benefit concerts for the school and donated substantially to the program. It works. It is the best community project I’ve ever seen and is a model for the rest of the country to emulate.”

Similar support has been provided by John F. Kennedy Center for the Performing Arts through their AIC program, who has assigned mentor Jens Moe, an arts management and marketing expert to assist.

Supporters of Kids Rock Free “text-to-donate” can make a \$10 donation directly from their mobile phone by texting ROCK to 50555. A one-time \$10 donation will be added to mobile bills, messaging and data rates may apply. Visit mGive.com/A for terms and help.

ABOUT KIDS ROCK FREE®:

More than 12,000 children have experienced the joy of creating music through the Kids Rock Free music education program. The lessons are provide to any and all kids at no or low cost. Guitar, keyboard, drums and voice are currently offered. More than 800 kids are wait-listed to participate in the KRF program. The classes are taught by experienced teachers from the area. More donations are needed to increase the number of sessions offered, expand the variety and depth of classes and complete the build-out the much needed rooms within the center to accommodate the constant and ever-growing demand for the Kids Rock Free Program.

ABOUT THE FENDER CENTER/MUSEUM:

The Fender Center for Music Education is a non-profit center dedicated to the music education of children. The 33,000-square-foot building is located at 365 N. Main Street, in Corona, Calif. Run by the Fender Museum of Music and the Arts Foundation, a 501 (c) 3 corporation, the board is made up of civic leaders, elected officials, and business leaders from the Riverside County and Orange Country regions. The main focus of the Center is to provide music education to children at a no or low cost. Music education has been drastically reduced due to money constraints in the public education system. The Fender Center endeavors to bridge that gap by providing an innovative and caring environment for children to explore the world of music performance. Numerous studies have shown that children, who incorporate music into their education, perform better in math and science by a staggering 30 percent. Additionally, children attain a higher degree of personal confidence and a greater sense of accomplishment compared to non-music students.

The Fender Center conducts events throughout the year to bring musical experiences to the general public and raise funds to continue the important work of music education. Contained within the Center, the FM Studio, professionally equipped and staffed, records the kids' performances. FM Studio is available for commercial use and audio recording. Additional information can be obtained at www.fendermuseum.com.

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