

PAUL RODGERS ANNOUNCES FUND-RAISING DRIVE TO BENEFIT “KIDS ROCK FREE®” MUSIC PROGRAM

**DRAWS TO BE HELD THROUGHOUT RODGERS’ 2010 CONCERT DATES
FEATURING RARE STAGE ITEMS, AUTOGRAPHED MEMORABILIA & COLLECTIBLES**

BONUS MONTHLY DRAWS AVAILABLE EXCLUSIVELY AT PAULRODGERS.COM

Los Angeles, CA – July 7, 2010 – Legendary rock icon Paul Rodgers has announced that during his concert tours this year, both Solo and Bad Company, he will be donating rare personal stage items, autographed memorabilia and collectables for a nightly draw. All of the proceeds will be given to the Fender Centers ‘Kids Rock Free’ national music education initiative in efforts to raise money and awareness. Plus Rodgers and his wife, Cynthia, will match all monies raised.

“Without music in schools curriculum there is a void for young people to express, explore and experience music. We are on a mission to set up this music program across the U.S. If not for music in my life as a young person who knows where I would have focused my energy,” said Rodgers.

The Kids Rock Free campaign provides free and low-cost music lessons to students age 7-17 and has serviced over 12,000 kids. Rodgers has dedicated himself to the program since 2003, donating his time, talent and finances. In an effort to expand the program nationwide and to help kids across the United States experience music at a very low cost or for free, the push is on to raise additional funding to make that experience a reality.

Those who wish to participate may simply visit the merchandise booth during any concert date and purchase a \$5 fundraising ticket. Two random drawings will be held each night, and the winner(s) will take home one (or two) items. Monthly drawings are also being held online on Rodgers’ website, PaulRodgers.com. Rodgers and his wife, Cynthia, will match all donations made during the fund-raising drive.

Additionally, supporters of Kids Rock Free “text-to-donate” can make a \$10 donation directly from their mobile phones by texting “ROCK” to 50555. A one-time \$10 donation will be added to mobile bills; messaging and data rates may apply. Terms, help and other details can be found online at www.mgive.com/a.

Rodgers, celebrating over four decades as a writing and charting recording artist (Free, Bad Company, The Firm, Queen + Paul Rodgers, Solo), was recently presented with the “Classic Songwriter” award by Jimmy Page and Jeff Beck at the annual Classic Rock Magazine Roll of Honour 2009. Rolling Stone recently named Rodgers one of the “Top 100 Singers of All Time,” Classic Rock UK placed him at #2 on their “50 Greatest Singers in Rock” list. His debut solo DVD “Live in Glasgow” is certified Gold and charted at #1 in Canada, #2 in Japan, #3 in the US and #4 in the UK. Recently released in the U.K. “The Best of Free and Bad Company, featuring Paul Rodgers” hit the charts in the top 10 and is also certified gold.

CONFIRMED US TOUR DATES:

<u>DATE</u>	<u>VENUE</u>	<u>CITY/STATE</u>
July 16	Fantasy Springs Casino	Indio, CA +
July 17	Orange County Fair	Costa Mesa, CA +
July 22	The Lakeland Center Jenkins Arena	Lakeland, FL +
July 23	St. Augustine Amphitheatre	St. Augustine, FL +
July 25	Chastain Park Amphitheatre	Atlanta, GA +
July 27	Bank of America Pavilion	Boston, MA +

July 30	Choctaw Resort Casino Event Center	Durant, OK +
August 1	Outlaw Jam/Frederick Co. Fairgrounds	Frederick, MD +
August 4	Casino Rama Entertainment Center	Rama, Ontario +
August 14	Bike Rally	Port Dover, Ontario +
October 4	Potawatomi Casino	Milwaukee, WI +
October 5	Potawatomi Casino	Milwaukee, WI +
October 7	The Joint/Hard Rock Hotel & Casino	Catoosa, OK (Tulsa) +
October 9	Little Creek Casino Resort	Shelton, WA *

* denotes Paul Rodgers solo dates

+ denotes Bad Company dates

For more information, please visit: www.badcompany.com www.paulrogers.com

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 accomplish 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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