

LISTEN TO ME



TRUE. GREAT. ORIGINAL.

A PROGRAM BY *Songmasters*



"One-of-a-kind '*Listen To Me*' Buddy Holly guitar on auction to benefit GRAMMY Camps through Songmasters' *Listen To Me* celebration."

FOR IMMEDIATE RELEASE

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THE DAY THE MUSIC BECAME IMMORTAL

SONGMASTERS BRINGS BUDDY HOLLY'S DREAM TO LIFE:

ONLY HOLLY GUITAR AVAILABLE TO PUBLIC

TO BE AUCTIONED TO SUPPORT NEXT GENERATION OF MUSIC'S GREATS

January 31, 2012 (New York City) The one and only Buddy Holly died on February 3, 1959, a day many believed was the "day the music died," as immortalized in Don Maclean's famous song, "American Pie", which first hit the charts 40 years ago this month. In a more recent and acclaimed recorded tribute to Holly, Jackson Browne noted when doing his album track, "True Love Ways" for the album "*Listen To Me: Buddy Holly*", that Holly's death on February 3, 1959 "**was not the day the music died; it was the day the music became immortal.**"

True to the enduring spirit of Holly's music and his legacy, Songmasters, in collaboration with Buddy Holly Guitar Foundation, will auction the one and only "Listen To Me" Holly Guitar through MusiCares to benefit the GRAMMY® Foundation's Grammy Camps as part of the *Person of the Year Award* celebrations on February 10th. This item in the pre-event auction is expected to generate great interest among rock aficionados, guitar collectors and music curators while it raises funds to support the artistic growth and professional development of young musicians and industry innovators.

Only a limited number of these unique, hand-built re-creations of Buddy Holly's customized Gibson J-45 acoustic guitar and hand-tooled leather case exist. Of these, all but one of the Holly Guitars have been awarded by the BHGF on a long-term "legacy loan" basis to guitar superstars such as **Pete Townsend, Peter Frampton, Jackson Browne, James Burton, and Graham Nash**, among others. The auction of this extraordinary instrument – the only one available to the public - will help to bring to life one of Buddy Holly's personal dreams: to support exceptional young musicians and innovators. "Buddy did everything he could to make sure that talented young musicians and songwriters got a real chance," explains Maria Elena Holly, Buddy Holly's

widow. This guitar recognizes Songmasters' efforts to help young artists through its charitable support from its *Listen to Me/True. Great. Original.* program as well as for the classic Holly song, "Listen To Me" for which Songmasters' on-going music series was originally named. A personal letter from Maria Elena Holly will accompany the "Listen To Me" guitar.

Listen to Me: Buddy Holly inaugurated Songmasters' *Listen to Me* series which celebrates the *True. Great. Original.* artists who forever changed contemporary music and culture. Featuring today's legendary and breakthrough artists, "Listen To Me" participating artists honor their musical roots to raise support and awareness for the next generation of songwriters, performers, and music innovators. "Songmasters is proud that we have created a platform for great music performed by outstanding artists of all generations who share Buddy's dream of supporting great young talent," noted Songmasters' Managing Partner, Jennifer Cohen. In addition to the GRAMMY Foundation, other "Listen To Me" beneficiaries include the Songwriters Hall of Fame and Artists House Music, each of which support the artistic growth and professional development of young musicians and industry innovators. The first Holly Prize Winner, Laura Warshauer, since receiving the Songmasters'-endowed prize from SHOF, has had a soaring career as an emerging rocker, having charted, toured and been featured recently on major network shows including *E!True Hollywood* and *Good Morning, Maryland*.

Songmasters' campaign continues to prove that Holly's music – and musical legacy – lives and thrives. *Listen to Me: Buddy Holly* has already delivered an album that soared to #3 on Amazon's Top 100 upon release, an historic concert which received outstanding reviews, and an acclaimed PBS special that premiered on over 280 stations in December 2012.

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