



MUSICARES®

*** ***MEDIA ALERT FOR JAN. 13 – JAN. 31, 2017*** ***

MUSICARES® ANNOUNCES OMAZE BENEFIT CAMPAIGN

Campaign Offers Exclusive GRAMMY® Week Experiences Hosted By MusiCares®

Visit www.omaze.com/grammys Through January 31st To Enter

WHO: MusiCares®, an affiliated charity of The Recording Academy®

WHAT: GRAMMY® Charity Online Auctions has partnered with fundraising platform Omaze to announce a new campaign benefitting MusiCares. Starting today, fans can enter for the chance to win a **once-in-a-lifetime grand prize** for one winner and their guest. Now through **Jan. 31**, fans can donate as little as \$10 for a chance to win a GRAMMY Awards® experience usually reserved for the stars. Proceeds raised through this special effort will benefit the programs and services of MusiCares. To learn more about the campaign, MusiCares, and to enter for the chance to win, visit www.omaze.com/grammys.

The campaign will offer a **grand prize for a winner** and their **guest** that begins with two first-class round-trip flights to Southern California. While in Los Angeles, the winners will stay at the luxurious JW Marriott Los Angeles at L.A. Live. This sumptuous hotel offers first-class amenities and is walking distance from the Los Angeles Convention Center and STAPLES Center where all the GRAMMY Week action takes place.

The winners will get a sneak preview of the GRAMMY Awards Telecast by watching artist rehearsals and taking a backstage tour. On the day of show they'll get to walk the red carpet, receive platinum tickets to the 59th Annual GRAMMY Awards Telecast, and finish the night with GRAMMY Celebration® after-party passes. They will also go home with the exclusive GRAMMY Awards Telecast gift bag given to artists and VIPs.

The winner and their guest will then attend the 27th annual MusiCares Person of the Year gala honoring Tom Petty on Feb. 10. They'll get a preview of the show at artist rehearsals, walk the red carpet at the event, enjoy the exclusive dinner and star-studded tribute to Tom Petty, and at the end of the night, go home with an artist gift bag.

In addition to the GRAMMY Awards Telecast and the MusiCares Person of the Year gala, the winner and their guest will experience the GRAMMY In The Schools Live! concert on Feb. 9, and will have the opportunity to visit the GRAMMY Museum at L.A. Live.

WHEN: The Omaze campaign launched on **Jan. 10** and runs through **Jan. 31**.

WHERE: www.omaze.com/grammys

-more-

GRAMMY Charity Online Auctions, Page 2

WHY: Proceeds from **GRAMMY Charity Online Auctions** provide essential support for MusiCares. MusiCares ensures music people have a place to turn in times of financial, medical and personal need by providing programs and services, including **emergency financial assistance, educational workshops, flu shots, hearing tests, and medical/dental screenings**. The **MusiCares MAP Fund**® allows access to addiction recovery treatment and sober living resources for members of the music community. The **Safe Harbor Room**® program, **weekly addiction support groups** and the **MusiCares Sober Touring Network** provide ongoing recovery support.

Established in 1989 by The Recording Academy, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical, and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit www.musicares.org. For breaking news and exclusive content, please "like" MusiCares on [Facebook](#), and follow @MusiCares on [Twitter](#) and [Instagram](#).

Founded by writer/filmmakers and friends from college, Matt Pohlson and Ryan Cummins, Omaze is an experience-driven fundraising platform that leverages the power of storytelling and technology to radically change charitable giving. Since launching in 2012, Omaze has impacted more than 200 charities and received donations from more than 175 countries. For more information visit www.omaze.com.

###

Media Contact:

Christina Cassidy/GRAMMY Foundation®/MusiCares/310.581.8670/christina.cassidy@grammy.com

Auction Contact:

Ana Serrato/GRAMMY Foundation/MusiCares/310.581.8632/ana.serrato@grammy.com